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THE NEWSWEEKLY FOR PHARMACY

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Interview with Mr J. Wright

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CHEMIST & DRUGGIST

The newsweekly for pharmacy

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COMMENT

III-timed release

When is a repeat prescription not a repeat prescription? Answer: When it bears an instruction to repeat but not the number of times it may be repeated (it may, by the way, be repeated—once!).

If we are to judge by such definitions the final outcome of the years of proposals and counter-proposals, drafts and redrafts of Medicines Act Part III legislation, then all of pharmacy is in for a very rough time. The 1968 Act (yes, it is almost a decade since it went on the Statute Book) had high principles and the objective of rationalising a plethora of piecemeal legislation. But last week saw the publication of no fewer than ten further Orders and Regulations, ranging from the 95 page Prescription Only and 94 page General Sale List Orders to the two page Medicines (Pharmacy and General Sale) (Appointed Day) Order.

We already have some of the labelling documentation under our belts—if not yet digested—and we await without much appetite whatever pharmacy controls may still be in store. The content of the present crop C&D has outlined on pp56-58. Fortunately, there are likely to be few dramatic changes on February 1 so far as retail pharmacy is concerned, but the general advice must be to exercise caution when dealing with products about which there may be a doubt as to category—old formula Hill's balsam is a case in point (see p45).

But it will not be so easy for the pharmacist to decide on a products' category as in the past. For example, atropine is not classed as a POM in a preparation for internal use if the maximum dose is 300mcg (or 1mg maximum daily dose)—but if the preparation includes hyoscine or hyoscyamine or their salts, then the MDD is 1mg of total alkaloids calculated as the base. It is as well that the onus of category labelling will fall eventually on the product manufacturer—for the present the pharmacist has no such on-pack guide but he will still be liable if he mistakenly sells an item newly designated script only.

From February 1, pharmacists will have the right to make emergency supplies of prescription-only medicines under certain very restricted circumstances. Despite the submissions of pharmaceutical organisations, a three-days supply limit has been set (except in the case of bank holidays where five days is allowed), hardly leaving room for much professional judgment. Although a "complete pack" concession is made in the case of an asthma inhaler, there is no allowance for oral contraceptives, for example, or for the supply of a minimum original where packaging is an important factor in storage, or for the supply of a complete course where appropriate.

The General Sale List is most likely to cause problems in relation to pharmacist supervision of sales of analgesics in larger-size packs. A two-year transition applies here while non-pharmacy outlets dispose of their stocks, but it is essential that pharmacists should accustom the public to the new situation as quickly as possible (remembering that "supervision", by High Court ruling, does mean being aware of each sale).

Regrettably, our legislators have been so long making up their minds that it is impossible to incorporate the new classifications into the February edition of the C&D Price List. However, we are seeking the urgent co-operation of manufacturers and suppliers to ensure that the March List will provide retail pharmacists with the product-by-product guidance they so urgently require.

After so many years of deliberation, however, there can really be no excuse for presenting this legislation to pharmacists—the people who have to put it into practice—only a couple of weeks before it comes into operation.

CONTENTS

- 35 Comment—III-timed release
- 36 Part III Orders and Regulations published
- 36 Parliament told of £5m for chemists
- 37 New pharmacists on Medicines Commission
- 38 St. Johns back identification jewellery
- 41 People; Deaths
- 41 The Xrayser column—Post-Christmas
- 42 Suntan market prospects
- 44 New products
- 45 Trade news
- 49 How IMS records changes in drug therapy
- 55 Mr J. Wright, OBE: A C&D interview
- 56 Medicines Act: the new controls reviewed
- 60 Letters
- 61 Country counter—Clothier in practice
- 62 Unichem treble sales in three years
- 63 VAT revenue up by over 9 per cent
- 64 Market news; Coming events
- 65 Classified advertisements

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Medicines Act new controls published

New regulations under Part III of the Medicines Act 1968 were laid before Parliament on January 5 and will come into effect on February 1 (see p56).

The regulations include the Medicines (General Sale List) Order which lists medicines than can "with reasonable safety" be sold or supplied at non-pharmacy premises, and the Medicines (Prescriptions only) Order specifies the medicines which may only be supplied in accordance with the prescription of a doctor, dentist or vet. Between these two categories are the medicines (unlisted) which can be sold only at pharmacies under the supervision of a pharmacist.

The purpose of two of the statutory instruments—the Medicines (Pharmacy and General Sale—Exemption) Order and the Medicines (Exemption from Restrictions on Retail Sale or Supply of Veterinary Drugs) Order—is to provide exemptions from pharmacy sale.

They include exemptions for particular products of homoeopathic medicines and for agricultural merchants supplying medicines to farmers.

Parliament told of help for smaller pharmacies

Mr David Ennals, Secretary for Social Services, announced in a Commons written reply on Tuesday that he had decided to introduce from January 1, 1978, a new system of payment for NHS dispensing specifically designed to help the smaller pharmacies which are most at risk of closure (*C&D*, December 17, 1977, p880). The Government was making available £5m to help the introduction of the new scheme. He said that in the 12 months ended November 30, 1977, there had been 266 pharmacy closures and 135 openings in England, but the November 1977 figures showed, for the first time for several years, a surplus of openings to closures.

'Early day' motion still standing

The "early day" motion calling for more funds for community pharmacies is still standing on the order paper following the Parliamentary Christmas recess.

At the time *C&D* went to press 170

MPs had signed the motion: "This House, recognising the importance to the community of retail chemists, remains deeply concerned about the rate of closure of such shops and calls upon Her Majesty's Government to make available sufficient funds to ensure a comprehensive pharmaceutical service to the whole community and in particular to those most in need—the elderly, the very sick and mothers with young children." Five MPs had signed an amendment deleting the words "and calls upon Her Majesty's Government to make available sufficient funds" and inserting "welcomes the efforts being made by Her Majesty's Government in their negotiations with the Pharmaceutical Negotiating Committee."

Agreement to hold prices for aerosol cans

Metal Box Ltd has agreed not to increase prices for aerosol cans in the UK before September unless there are increases in tinplate or other substantial costs—although a 10.5 per cent increase allowed by the Price Commission will come into effect first. Metal Box has

also assured the Commission that increased costs incurred on aerosol cans will not be used to justify price increases on other products, according to the Metal Box Ltd, Open Top Food and Beverage Cans and Aerosol cans report (HC 135, HMSO, £0.85).

The report is on one of the first three investigations to be carried out under the Commission's new powers. It says Metal Box is in most respects an efficient and enterprising firm. However, the company has at least in the short run, a relative immunity from competitive market pressures. That permits them to exercise a certain amount of discretion about their pricing policies. The Commission feels that customers for other cans should not be asked to subsidise delays in the drink can programme although that is not the case at present.

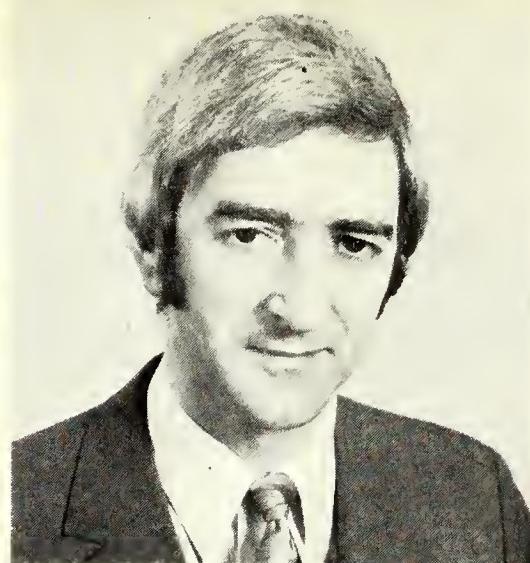
The Commission has allowed an interim overall average price increase of 2.04 per cent to Tate and Lyle Refineries Ltd, following representations from the company under the Safeguard Regulations, while the Commission holds its investigation. In October 1977, the Commission announced that the company's proposal to increase a range of sugar and syrup products would be subject to investigation.

PSNC elections

The relevant nomination forms for direct election to the Pharmaceutical Services Negotiating Committee and for election to the contractor and employee sections of Local Pharmaceutical Committees in England and Wales have been despatched to all pharmacists entitled to vote. Any such pharmacist who has not received the relevant nomination paper(s) should inform the returning officer, Suite 1, Langwood House, Rickmansworth, Herts, immediately.

Mr R. Grandidge MP (centre), receiving his prize from Mr N. Greenstreet (right), managing director, Alpine Processing, after winning the chemist section Christmas window display competition. Looking on is Mr K. Renshaw, Alpine promotional manager.





Professor D'Arcy, Mr J. Bannerman and Mrs E. Leigh join Medicines Commission

Three new pharmacists on Medicines Commission

Mrs Estelle Leigh, Mr J. P. Bannerman and Professor P. F. D'Arcy have been appointed to the Medicines Commission for the period January 1 1978 to December 31 1981.

Mrs Leigh, president of the Pharmaceutical Society, is a general practice pharmacist in Lancashire. Mr Bannerman, immediate past-president of the Society, is a general practice pharmacist in Scotland. Professor D'Arcy is professor of pharmacy at the Queen's University, Belfast.

Mr W. M. Darling, OBE, a general practice pharmacist and former president of the society, has joined the Committee on Safety of Medicines his membership (since 1969) of the Commission having terminated. The term of Mr J. M. T. Ross, pharmacist and director of Boots Co Ltd, has also ended.

The Medicines Commission advises Health and Agriculture Ministers on implementation of the Medicines Act and on general policy relating to control of human and animal medicines.

World conference for retailers in London

The World Conference of Retailers is to be held in London for the first time on April 16-20 and is the first international conference of all retailers ever held in Great Britain. The theme is "Formula for retail growth and profitability".

The total number of delegates expected is around 750 although applications particularly from the UK are still arriving. The conference is held every two years and the 1976 meeting in Stockholm attracted 300 delegates. To emphasise the international aspect, bookings so far include 100 from the USA, 50 from Canada, 30 from Japan, 35 from Scandinavia as well as many from Europe. Discussions will be simultaneously translated into six languages.

During the conference at Grosvenor House Hotel, Park Lane, London W1, there will be an exhibition (already fully booked) of 101 stands. Free entrance passes to the exhibition for visitors not attending the conference are available from Mr L. Beckett, 247 Kenton Road, Harrow, Middlesex, and may also be obtained at the exhibition.

Topics for discussion include consumerism; management by objective up-

date; newest services for smaller stores; and security. A speaker from Boots Co Ltd will be dealing with centralised vs decentralised warehousing. Most sessions will be aimed at all sizes of business. Further details are available from National Retail Merchants' Association, c/o Retail Consortium, 19 Buckingham Gate, London SW1E 6LB.

VAT procedures under review

Mr Robert Sheldon, Financial Secretary to the Treasury, told the Commons that enforcement action was now overtaking the build-up of arrears of VAT. Means for making more effective use of

C&D subscription

Escalating costs of paper, printing and overheads that have taken place in the past year and which will be subject to yet further costs in coming months, have necessitated an increase in the subscription, both at home and overseas to *Chemist & Druggist*.

As from April 1, 1978, the UK subscription will be £25 and the overseas subscription £30.

resources were being sought, and certain traders would be visited by Customs and Excise inspectors more frequently than once every three years, and others less frequently.

He reported that there had been a number of meetings with trade organisations on the review of VAT procedures, and he hoped to be able to make a statement in the course of the Budget in the spring.

Tetracycline syrup manufacturers attacked

An attack on tetracycline syrups and paediatric drops appeared in a recent *Guardian* article by Paula Davies. She says dentists have been urging drug companies to stop making the products because of teeth discolouration in children.

According to Ms Davies, "the drug companies say it is not their business to tell doctors what to prescribe, they can only advise them of the drawbacks—yet not all companies are crystal clear about the contraindications of tetracycline. Of the seven manufacturers listed in the "1977 Pharmacists' Data Sheet Compendium", one made no reference to the drug's possible effect on bones and teeth". She says a NHS doctor with more than 3,000 patients may not be able to sift that information from the mass of literature arriving in his surgery each day.

Ms Davies says if the companies could be persuaded to stop making the paediatric form "quite a few pharmacists, not to mention the Department of Health, might not be altogether pleased". She says the tetracyclines are cheaper and pharmacists see the value of syrups for elderly people and children who find "pill" swallowing difficult.

A spokesman for the Association of the British Pharmaceutical Industry told C&D that tetracycline syrups are not only used for children but for the elderly and doctors were well aware of the risks in using the drug. He felt the syrups would not be available if there were no demand for their use.

St Johns back identification jewellery

A range of "identification jewellery", in which the wearer records personal and medical details that may be of assistance should they be involved in an accident, is to be promoted with the backing of St. John Ambulance—the first time the organisation has involved itself with a commercial product.

Known as the SOS Talisman, the range will be sold through chemists, gift stores and, for silver and gold versions, jewellers. A one-minute television commercial involving St. John support, will be screened over most of the country during the next two weeks.

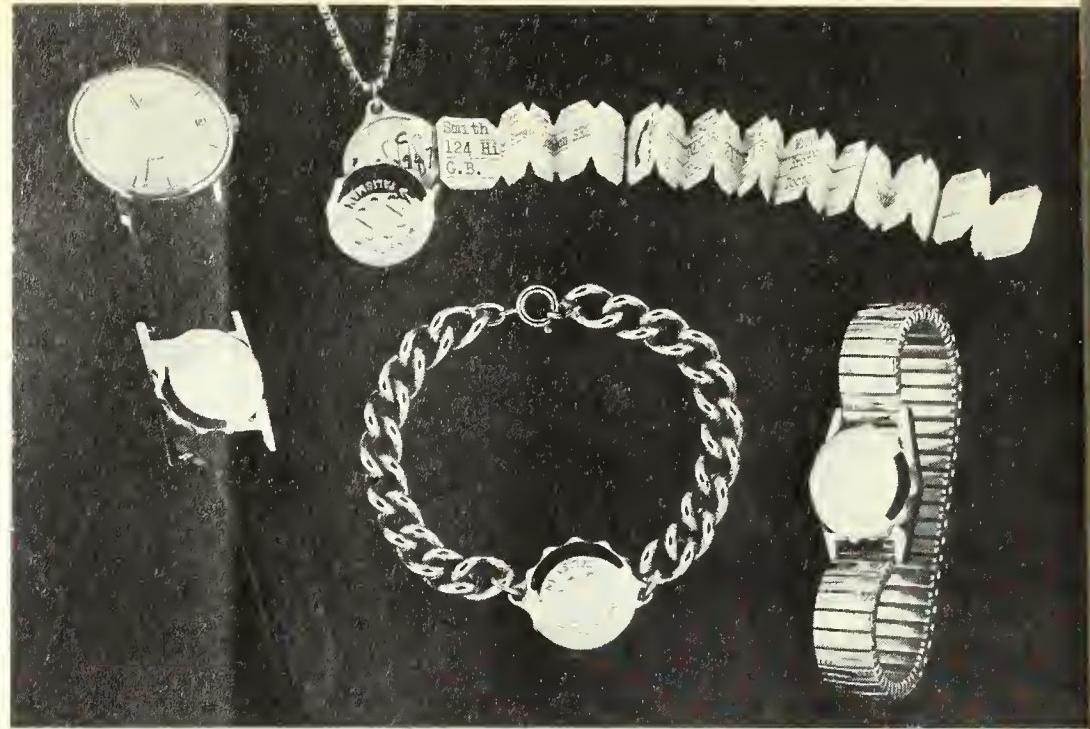
SOS Talisman is a small heat- and water-resistant capsule containing a strip of special non-soluble paper on which is written or typed all the information necessary in an emergency. It is worn as jewellery, in the form of a pendant, a bracelet, or an attachment for a watch strap. On the front of the strip is recorded the wearer's name and address, the names and telephone numbers of their next of kin and family doctor; their religion and blood group. On the reverse side medical particulars: allergies; long-term medical disorders, current treatments and vaccination dates are recorded.

False teeth

There is a space to say if false teeth or contact lenses are worn and for additional information such as car and passport number (space for kidney donors is also to be included). Each of the sections is identified in five European languages.

Talisman is already sold in over 20 countries. In Holland, where it has been available for the past five years, it is estimated that it is now worn by nearly 3 million people (out of a 14 million population).

To ensure that emergency and medical personnel know what SOS Talisman is and what it contains, the distributors



The basic range of SOS Talisman jewellery. Top, the pendant with cap removed from capsule and the strip extended. Below left, watch strap attachment. Centre, bracelet. Below right, expanding bracelet.

have been contacting police, fire and ambulance personnel, and posters are being displayed in hospitals and doctors' surgeries.

Chromium- and gold-plated models retail at between £5 and £10, with sterling silver available from £23.50. Stockists are still being sought by the distributors, SOS Talisman Co Ltd, 212 Regents Park Road, London N3 3HP.

Disposable needles for diabetics could reduce risks

A call for disposable needles to be issued to diabetics is made in a letter to the *Lancet*, last week. Fiona Toal from the Glasgow Royal Infirmary says many diabetics are subjected to discomfort through the use of blunt or barbed needles and risk infection from inadequate sterilisation. Patients in the wards have been taught to use light disposable equipment and cannot always adjust to the heavier non-disposables. She points out that the issue of dispos-

able needles would cost less than £3 per patient per year.

Another letter to the *Lancet* warns that every diabetic given Clinitest equipment should be asked about problems with colour interpretation and tested to ensure that they can match colours of known sugar solutions. The authors, from London Hospital, cite a 53-year-old man whose record of home testing showed $\frac{1}{2}$ per cent glycosuria whereas hospital tests showed 2 per cent. It was subsequently found that he could not distinguish between the two particular colours for those concentrations (green and orange-red respectively). The patient was able to use Diastix accurately because of the different range of colours.

Indigestion market declining

The indigestion remedies market was estimated to be worth £15½ million at RSP in 1976, according to a recent Mintel report. The survey found that in volume terms the market had declined between four to five per cent over the previous year.

Mintel estimates that 85 per cent of grocers carry "stomach upset" preparations and 80 per cent indigestion remedies. Rennies, said to be worth £3½m in 1976, was brand leader in indigestion remedies with Milk of Magnesia and Setlers second equal. Rennies spent the most on advertising. In the "stomach upset" category Alka Seltzer was brand leader in chemists and Andrews liver salts in grocers. In sterling terms, chemists claim two-thirds of the indigestion market and grocers one third.

In the survey of 1,000 people, women claimed to be the most frequent buyers overall and 60 per cent of men interviewed said they did not take indigestion remedies at all. Mintel reports (£30 per month, £130 for the year) are available from 2a Westmoreland Road, Bromley.

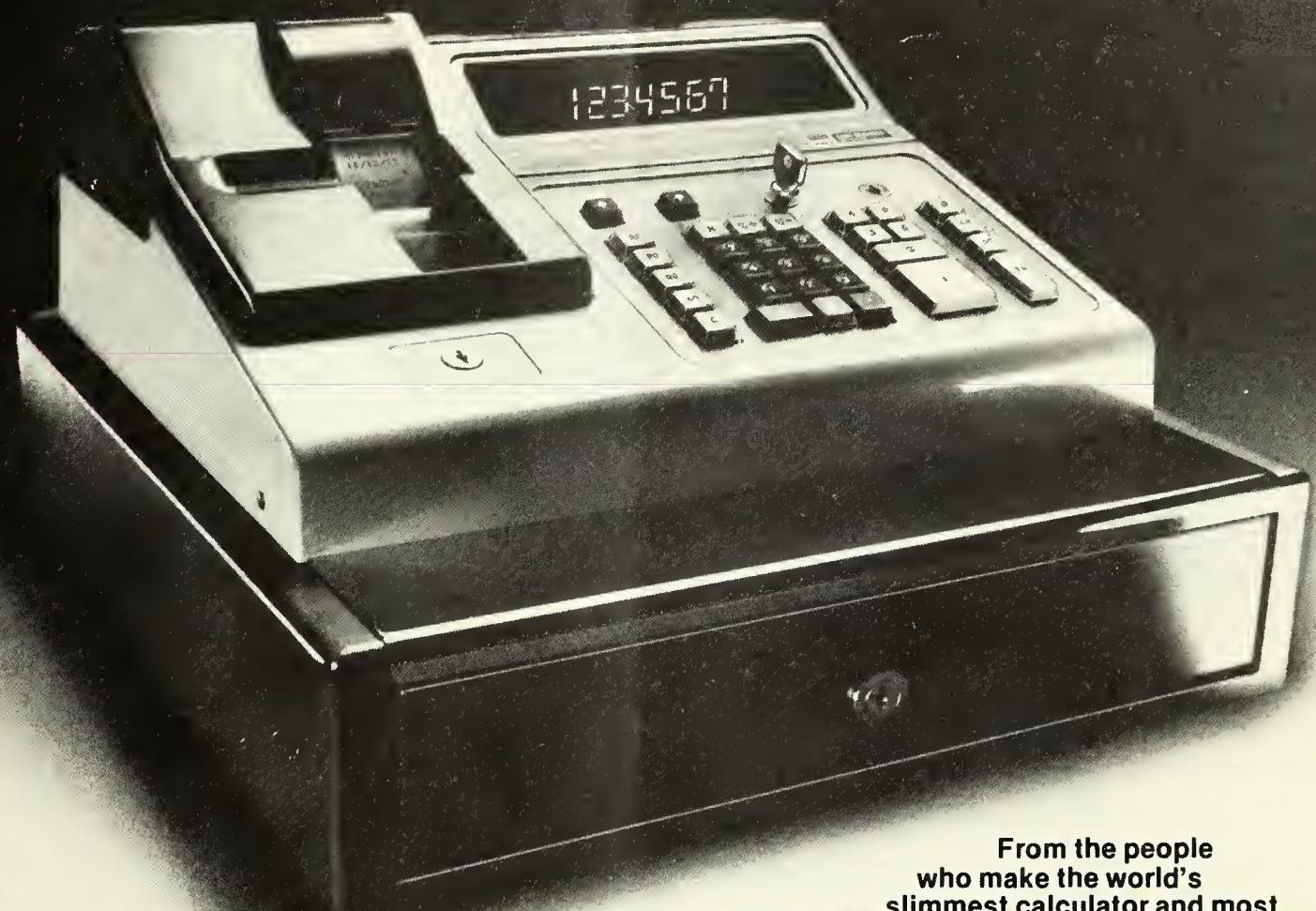
Drug withdrawal warning

The ill effects of withholding alcohol or opiates from physically dependent patients are well known but the events following withdrawal of other drugs are less familiar and more easily overlooked, warns the latest *Adverse Drug Reaction Bulletin*. The cornerstone of a withdrawal effect is alleviation of symptoms by re-administration of the drug but this is not always practicable. Many of the drugs mentioned in the Bulletin act on "feedback" mechanisms in the nervous or endocrine systems and sudden withdrawal of the drug may induce a transient imbalance of the normal homeo-

static control and lead to adverse effects.

The drugs involved in withdrawal include: hypnotics and tranquillisers—mainly sleep disturbances but withdrawal of barbiturates and benzodiazepines may produce tremor, confusion and even convulsions; antidepressants—sudden imipramine withdrawal has caused anxiety, nausea and dizziness; antihypertensives—the concentration of circulating catecholamines and blood pressure may rise on withdrawal. Anticholinergics, diuretics, oral anticoagulants, adrenal corticosteroids and sympathomimetics have produced withdrawal effects.

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by Xrayser

Post-Christmas

This year the holiday dates worked out well for both staff and myself and in common with many pharmacists, I was able to enjoy three days clear of official work, except for one urgent prescription which seemed to justify my existence. What with the jollifications and culmination of family anticipations I found myself in somnolent state after Christmas dinner, mulling over the events of the year. In common perhaps with many chemists I spend my energies looking after the running of the shop, a certain amount of home maintenance and gardening, and at tending to the needs of the family. With my head down to these essentials I am ashamed to say that pharmacy politics can easily take a second or third place, except for one major item that commands close attention—our remuneration.

For a time it actually looked as though we were going to strengthen our resolve in the face of the unbelievable £11m clawback and tell Mr Ennals that not only was it unacceptable but, like Oliver Twist, we were going to ask for more; hopefully lots more so that we could back down a little when the crunch came so the Government wouldn't lose face. Perhaps our negotiators would have been less inclined to back down if they had felt they had the bulk of contractors firmly supporting them.

I have been following the recent correspondence on the subject and it seems to me that confidence in our negotiators can hardly be enhanced by the rhetoric of Mr Urwin's sarcastic reply December 24/31 to a letter from a Mr Thomas of Holyhead whose demands are near enough to those of the bulk of us to earn some sympathy, even though his criticism (like mine) may be unfair and his ideas of how we are to achieve his aims unclear. Mr Urwin's irritation is understandable, but maybe as a politician he would attract more support if he had vented his anger with a "What do you think we are doing?" followed by a tactful explanation and a request for the man's help. For if someone can get down and write of his dreams and is aware that reality falls short of them, surely there stands a potential ally—a militant one, to be gently informed, and encouraged, not ridiculed.

Astonishingly we read in the last paragraph of Mr Urwin's letter, "The committee . . . have but one aim which is to have the real backing of every chemist in our battle to improve our livelihoods within the profession." You could have fooled me. However, since writing this paragraph I have read Mr Thomas' reply (January 7) and I realise I should have left them both to write rude letters uninterrupted by serious comment on how they might look to the rest of us!

Time for payment

I like C&D's new format and welcome the timely articles on the contract—being broken into a series of assimilable dollops should make its wider understanding more likely. I haven't found it easy to grasp the essentials because I don't find time at work, and when I go home I don't really want to study some of the more complicated literature. Reading the first article on activity sampling (it took five minutes) I find that we are paid for time spent on NHS activities. I wonder what constitutes NHS work? The other day, for quite different reasons, I had a two hour time check run on myself and the staff. During this period I was called from my work, part of which was dispensing and part making up my clearing house payment, on some eight occasions.

It would be hard to define those consultations (for there can be no other word for them). Some directly concerned prescriptions in hand, some drug treatments previously prescribed, one on advising whether a doctor should be seen, and the rest, general questions on health, diet and children; about half an hour's work in all. Clearly the pharmacist's advice is valued and apparently taken as an intrinsic part of the "free" NHS. Yet our availability would appear to be unique among the professions, is officially unrecognised, and largely unpaid for.

Joe Wright

It would be nice to say that I know Joe Wright, but in truth I have only met him once. Nevertheless, of all the men in this business of retail pharmacy I can think of no-one who has served us better. I believe it is directly due to his hard-headed commercial common sense, his vision, and persuasive persistence that so many independent pharmacies are still in business. Perhaps you will join with me in saying "Thank you" and being glad that his work has been recognised with the honour of an OBE.

An exhibition of perfumery and cosmetics is to be held at Bologna, Italy, April 21 to 25. Information from Cosmoprof, Ente Autonomo, Per le Fiere di Bologna, Piazza Costituzione 6, 40128 Bologna, Italy.

Some burning issues

A look at prospects for the 1978 sun tan products market

It really would be the last straw if the summer of 1978 were as bad as, or worse than, that of 1977. The jostling and shifting of position in the sunglasses market is reflected in the sun tan products sector, and there is so much activity that it will need a great deal of sun to cope with it all.

Ambre Solaire relaunch

First with the big news is Ambre Solaire. L'Oreal are relaunching this product in a new formulation which is said to give a deeper and longer lasting tan which leaves the skin in good condition with less likelihood of peeling.

The activity of the new formulation is based on its permitting a high proportion of low energy UVA rays to reach the skin (UVA stimulates production of pseudo-melanin and gives superficial protection), but also permitting a controlled level of UVB to penetrate (UVB causes burning, but a certain amount is a necessary precursor to a lasting tan). Conventional sun tan preparations stop UVB rays, say l'Oreal, so that only when they are ceasing to function does the essential exposure to UVB occur—and then it can be to excess, resulting in burning. With new Ambre Solaire, both UVB exposure and thus natural tan development are gradual, minimising the risk of burning and skin damage.

Definitive preparation

This formulation has been incorporated into all Ambre Solaire products except the oil and Duotan. The company decided to leave the oil unchanged because it is particularly popular and is seen as the "definitive sun tan preparation". It tends to be used only by those people who realise that their skin can take the minimal level of protection it offers. Also its distinctive smell (which has become



so evocative of Mediterranean beaches) might have been impaired by the new formulation. The other products, being cream or milk based, are less affected and still retain an "Ambre Solaire" fragrance.

L'Oreal's answer to those who might think that this is not a good time for Ambre Solaire to be changed is that they can pinpoint other years when levels of left-over stock on shelf have been greater; it is not a unique situation. They also feel that it will probably not be Ambre Solaire that the retailer has been left with, in which case he will have to stock up again this year anyway! L'Oreal point out that the market is under attack at present. Bergasol have increased their brand share, but not it seems at the expense of the brand leader as is usually the case. It is true that Ambre Solaire has lost 6 per cent of its unit share but, considering the bad weather last year, L'Oreal are not unhappy with that figure, and say that it is Nivea the traditional number two which has fallen back. They also point out that Uvistat have dropped too and therefore feel that their figures stand up very well. They decided however that the time had come to revitalise the old favourite.

There is a greater concentration upon creams and milks each with protection factors, ranging from two to six, clarifying product differences and simplifying the consumer's selection of the right product. Bottle and tube designs remain the same but the pack colour scheme and graphics have been revised to give the range a greater cosmetic appeal. The re-launch will be backed by £450,000 of media support, three times as much as their spend in 1977, and indeed, about half the total market expenditure in that year. And for added excitement all their advertising in 1978 will be topless!

British sun beater

Chefaro Proprietaries tell us that sales of Bergasol doubled during 1977 giving them a 28 per cent share of the total market value in sterling terms. This figure compares with 14 per cent in the preceding year. Bergasol features bergamot oil as a tanning accelerator, and the company says that this makes it an ideal product for Britain and its weak and undecided sun. The product contains two sun filters to protect the skin from burning, is suitable for all skin types,





including children and the range includes an after sun moisturising product. Asked about last year, Chefaro admitted that it was a poor summer for the majority of sun preparation manufacturers with the total unit sales dropping 25 per cent from 11.6 million to 9.3 million. (TCPI data), and many brands were left on the shelves at the end of the season. They are quick to point out however that Bergasol trebled its volume share and that this increase at the premium end of the market meant that despite the overall volume drop the total value of the market showed an increase of 13 per cent. Plans for the product were discussed at a recent sales conference in Spain. Ron Hanlon, marketing manager said: "Despite a difficult year . . . Bergasol made a dramatic push forward in the UK and contributed greatly to the total value growth of the market for 1977. We are confident that in 1978 Bergasol will become clear sterling brand leader in the total market and will play an increasingly important role in the chemists and department store sector. With the introduction of our two new products—a facial tanning gel in the high protection range, and an Ultra tanning gel in the tanning accelerator products, we will be offering a fully comprehensive and well balanced range to the consumer. Our distributors will be able to buy across the range with special parcels designed to suit their needs, and we will back the range with effective point of sale material including attractive display units . . . for 1978 we will be spending even more on advertising products to the consumer both on television and in the women's Press. We will also be running a series of beach promotions and other back up activities."

First year success

News from Plough about their 1977 launch of Coppertone in this country is that the product, which they describe as "the world's number one sun care range", exceeded all targets and achieved the number four brand position. The range offers a product for the whole family and for all types of skin. A simple

guide on the back of the pack helps the consumer select the correct product for their skin type. The company say that they have made their "first step to becoming the UK's leading brand".

Scott & Bowne Ltd feel that their product, Skol Rapid Tan is ideal for people who have just two weeks holiday. Rapid Tan creme helps to develop a deep tan without sun and so people can arrive at their holiday destination already brown. They can then build up a real tan gradually using Skol's other products, the oil, lotion or creme. Skol oil is enriched with coconut oil to keep the skin soft and supple, it is suitable for people who tan easily while the lotion contains sun screening agents in a non-greasy base. The sun tan creme which is suitable for dry to normal skins is said to be invaluable for the first few days of holiday before moving on to the oil or lotion. The moisturising sun tan creme is particularly suitable for children as it contains twice the normal amount of sun screening agent. There is also a "tansaver" which helps prevent peeling and thus preserves a tan.

Nivea changes

Nivea have made some changes to their range of sun filter products, most interestingly these products are now being phased in to all large chemists. The labels have been redesigned and the Sunfilta oil bottle has been changed from blue to brown in an effort to give greater consumer impact and brand strength. The company have also introduced an economy After Sun Soother at 200cc (£1.10) to sell alongside the present 120cc bottle. Further impact at point of sale will be created by a T-shirt promotion.

W. B. Pharmaceuticals will once again be making the Uvistat sun tan guide available this year to all chemists who stock and display Uvistat. The three fold leaflet gives medically authoritative guidance and information to people of all ages with sensitive skin who would still like to acquire a tan. Uvistat is said to be especially efficacious for people with

fair skins. Its active ingredient, mexenone, absorbs ultraviolet rays over a wide range of wave lengths. It is non-irritant, non-toxic and contains a moisturising agent.

Backing Delial

Bayer is backing Delial with advertising worth £250,000 in 1978. £200,000 of which will be on a four-month burst in the women's Press. This heavy concentration in the consumer magazines will be supplemented by trade Press advertising throughout January and February and by below-the-line support in the form of a T-shirt and "holda-bag" offer starting in May. The chemist trade, they say, will be offered their usual merchandising service and a variety of bonus deals.

Full page colour advertisements will be appearing in *Woman*, *Woman's Own*, *Vogue*, *Cosmopolitan*, *Honey*, *Over 21*, *19*, *Woman's World*, *Slimming*, *She*, *True Story* and *True Romance*. This means that the weighting has a bias towards the younger market—the 15 to 24 year olds—a factor which is reflected in the "new look" advertisement.

The Delial range comprises a sun cream, a milk, an oil, a baby sun milk, an apres sun cream and an apres sun milk. There is also the Maxi Braun range of self tanners.

Old habits die hard

Despite the proliferation and effectiveness of these products a recent report from Mintel shows that Johnson's baby oil remains one of the most popular forms of "protection", although actually it provides hardly any protection at all. Ten per cent of women are users. Branded sun tan oils have the support of 14 per cent and 5 per cent still use olive oil, although this is a drop from 14 per cent in 1973. Creams and lotions have a higher level of support but, surprisingly, despite the bad summer there has been a decline in the percentage of respondents who use "artificial" tans.



NEW PRODUCTS

Bayer enter UK grocery market with insecticide range

Black, marketing manager; Mr R. Hart, product manager; Mr D. Lee, MPS, technical services manager.

The Mafu range, based on dichlorvos, is claimed to be entirely new. The fly spray (£0.65) contains MEB, giving a residual effect for up to three weeks, when sprayed on surfaces, in addition to direct "knock-down" kill and room spray effect; creepy-crawly spray (£0.78) also containing MEB for residual effect, in addition "flushes out" insects from nests; four-month fly killer vapouriser block (£1.60) is reclosable and comprises dichlorvos impregnated into polyurethane which is said to overcome odour and condensation drip problems; four-month fly killer vapouriser strip (£1.35) is similar to the block but is not reclosable and can be hung or left to stand; six-month moth killer vapouriser strip (£0.85) is a smaller version of the fly killers for use in wardrobes etc; contact fly killer balls (£0.49) containing propoxur and attracting flies by colour and sucrose content, require wetting every two or three days (thereby prolonging use).

Advertising support, between May and July, comprises £350,000 of nationwide television and women's magazines, together with below-the-line promotions. Marketing manager, Mr Black, claims the total market advertising during the first eight months of 1977 was £140,700. During the launch period the consumer products group's 10 salesmen will be supported by Bayer "ethical" representatives and a merchandising team. *Bayer UK Ltd, Bayer House, Burrell Road, Haywards Heath, Sussex.*

The following month Charlie touch tip perfume presentation will once again be available and for a limited period in June a 20g Charlie Cologne spray in a blue denim pouch will be sold for £0.99 with any one Charlie cosmetic or fragrance purchase. *Revlon International Corporation, 86 Brook Street, London W1Y 2BA.*

PBI's Bio recycler

PBI are introducing three new products for 1978. The first is a Bio recycler which is said to turn grass cuttings into organic manure. Whereas ordinary compost activators providing nitrogen are fine for weeds and vegetable waste the company says that with nitrogen rich grass cuttings they can do more harm than good. The Bio recycler supplies a "unique source of energy" they say, for the millions of bacteria which will thrive on grass cuttings. These organisms generate the heat which is conserved by the Bio recycler system and turns the grass into humus. The Bio recycler (sizes 1, 2 and 3; £0.88, £1.48 and £3.33) will be backed by an advertising campaign in the

national and garden Press, by in store display material and by promotions to the trade. The company is also introducing two new books—"Be your own garden doctor" (£0.40) and "Be your own vegetable doctor" (£0.40) both by Dr D. G. Hessayon and the first in a new series of "Be your own" books. *Pan Britannica Industries Ltd, Britannica House, Waltham Cross, Herts EN8 7DY.*

PRESCRIPTION SPECIALITIES

Betadine paint

Manufacturer Napp Laboratories Ltd, Hill Farm Avenue, Leavesden, North Watford, Herts.

Description A brown alcoholic solution containing povidone iodine USNF 10%.

Indications As a topical antiseptic in herpes simplex, herpes zoster, grazes, abrasions, cuts and wounds and any break in skin requiring protection from bacteria.

Contraindications Iodine sensitivity.

Method of use Apply undiluted with brush to affected area twice daily. Brush to be rinsed thoroughly after use.

Storage In cool, dry place protected from light.

Packs 8ml glass bottles with brush (£0.58 trade). **Issued** January 1978.

Daktarin oral gel

Manufacturer Janssen Pharmaceutical Ltd, Chapel Street, Marlow, Bucks.

Description Sugar-free orange flavoured gel containing miconazole 2 per-cent w/w.

Indications Treatment of fungal infection of the oropharynx and gastro intestinal tract, oral candidiasis.

Dosage To be taken after meals.

Adults, 5 to 10ml four times daily; **children over 6 years**, 5ml four times daily; **children 2 to 6 years**, 5ml twice daily; **infants under 2 years**, 2.5ml twice daily.

For oral lesions gel to be retained in mouth for as long as possible. Treatment to be continued for two days after symptoms cleared or tests prove negative.

Precautions Not recommended for use during pregnancy.

Side effects Mild gastrointestinal disturbances have occasionally been reported.

Packs 40g and 80g tubes (£1.98, £3.92 trade).

Supply restrictions Anticipated pharmacy only. **Issued** January 1978.

Ovamin 30

Searle Laboratories have introduced Ovamin 30 (1×21, £0.40 trade) a low dose oral contraceptive as an alternative to norgestrel products. The white film-coated tablets, marked "Searle 930", contain ethinyloestradiol 30 mcg and ethynodiol diacetate 2mg and are available from wholesalers. Contraindications etc are for similar products—full details will be published when available. *Searle Laboratories, Whalton Road, Morpeth.*



Bayer UK Ltd are entering the grocery, supermarket and hardware markets, having established a consumer products group; a new insecticide range is to initiate the move.

Four products are planned for introduction over the next three years, of which the first is the Mafu range of insecticides. (A product under the name Mafu, marketed for Bayer by Cuprinol has now been discontinued but the name proved to be acceptable to consumers and has been retained). Although the company is not disclosing the nature of the other three products, it says they will be introduced only into markets where competitors are established. For example, a cosmetic or diabetic food product would probably be introduced exclusively to chemists. Bayer currently market a number of products worldwide, such as Quenty—an upmarket cosmetic range; diabetic foods; veterinary pet products; garden products; Delial sun tan range. The consumer products group includes Mr H. Wallrabe, chief executive; Mr I.

Charlie looks into 1978

In February Revlon will be adding Nail Gleamers to the Charlie range of products. These are ten shades of rich formula nail enamel; rose beige, real red, brown red, creamy peach, cherry red, rust orange, coral red, creamy plum and burgundy. There will also be two clear overlays: barely there and sheer frost. Three new frosted shades will be introduced into both the Charlie automatic glide-on lip gloss and Once-a-day shadow ranges in the same month. March will see the introduction of Charlie extra shine shampoo in three formulations for normal, dry and oily hair, and for a limited period during that month Body Silk will be available at a reduced price with a free pump dispenser. Charlie Fresh new make-up will be made available in a tube in April as well as the standard glass bottle. April is also Charlie's 5th birthday and the company say that they are planning fragrance and cosmetics promotions in celebration.

TRADE NEWS

Three step relaunch for Harmony

Elida Gibbs are relaunching Harmony hairspray with an advertising budget of £650,000, a figure which they believe is unlikely to be exceeded by another hairspray manufacturer during 1978. The total budget for the entire Harmony range during the year will be £1,400,000.

The three part relaunch includes redevelopment of the formulations "to achieve an optimum degree of hold for each hair type yet retaining a natural soft look". A new variant for dry hair has been introduced replacing the previous soft hair type. The variant descriptions have been extended to emphasise the qualities of each formulation—natural hold for normal hair; special hold for fine or flyaway hair; extra hold for difficult hair; conditioning hold for dry.

A different perfume for each variant is another new departure. Brand manager, Tony Scott explains: "We wanted to stress the uniqueness of each variant formulation and we have done this by introducing an individual perfume to each of the variants."

Finally the product has been repackaged. Each variant features a different art-nouveau style drawing. Research has indicated to the company that the designs were thought to be "highly distinctive and attractive enough to put on my dressing table".

Elida Gibbs are retaining the "is she or isn't she" theme of their television advertising but two new commercials along these lines have been developed. They will be shown in all areas from mid-February. A range of in store display material will be available including dump bins, counter units, shelf barkers and show cards. There will also be a free draw open to all stockists. The winner will have the choice of a Norman 23ft cruiser, a Sunseeker powerboat or an O'Day sailing boat plus a case of Champagne for the launch party. One hundred runners up will each receive a consolation bottle of Champagne. The draw closes on March 15. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Smith & Nephew streamlining

Smith & Nephew say that in response to "the growing emphasis on primary care in the community" they are streamlining their marketing operations. Their range of Drug Tariff dressings will be detailed to the medical profession outside the hospital environment for the first time, with the object of increasing existing demand on prescription through chemists. In addition the company will be assuming responsibility for the sales,

administration and distribution of two types of product from Smith & Nephew Pharmaceuticals Ltd. These products are Melolin, the non-adherent dressing and Transol and Transoak, solutions for the care of hard contact lenses. It is felt that the benefit to the chemist will come about from the direct sales representation and service in retail outlets without involving more than one sales force and the opportunity this will create to expand demand for these products. *Smith & Nephew Ltd, PO Box 7, Bessemer Road, Welwyn Garden City, Herts AL7 1HP.*

Rybar pocket model replaced

The new Rybar standard inhaler (£2.75 trade) replaces the Rybar pocket model which has now been discontinued. Intended for use with Rybarvin and Rybarex inhalants, the standard inhaler is made of plastic, with a glass syphon, and can be dismantled for cleaning. It is allowable on form FP10 and will be appearing in the Drug Tariff. *Syntex Pharmaceuticals Ltd, St Ives House, Maidenhead, Berks.*



High strength Epilim for fewer doses

To reduce the total number of tablets needed to be taken daily, Reckitt & Colman have introduced a lilac Epilim 500 enteric coated tablet (100, £16 trade) containing 500mg sodium valproate, in addition to the standard 200mg tablet and syrup. The company recommends using the 200mg tablet until the patient is stabilised and the 500mg for patients requiring high dosage, once the optimum has been established. *Reckitt & Colman Products Ltd, pharmaceutical division, Danson Lane, Hull HU8 7DS.*

Haliborange starters

To satisfy requests from retailers for a starter pack of Haliborange tablets, Farley Health Products Ltd, are reintroducing a 30 pack (£0.47) in addition to the 100 and 200 packs. *Farley Health Products Ltd, Torr Lane, Plymouth.*

Check Hills stock

From February 1, when Part III of the Medicines Act comes into force, old formula Hills bronchial balsam (adult) may be supplied on prescription only.

Since October 1977, Hills Pharmaceuticals Ltd have supplied "new formula" against all orders and direct customers were warned to ensure correct stock rotation. The company is now advising pharmacists to check stocks and sell any remaining "old formula" before February 1. *Hill's Pharmaceuticals Ltd, Talbot Street, Briercliffe, Burnley, Lancs BB1 2JY.*

Extra flange size

An additional size, 57mm, of Stomahesive with flange has been introduced by Squibb Surgicare Ltd. Available in packs of four (£2.84 trade). This size was previously only available in the Squibb Surgicare colostomy pack. Squibb also say that Varihesive wafers are now prescribable on FP10. *Squibb Surgicare Ltd, Reeds Lane, Moreton, Wirral, Merseyside.*

Nicobrevin campaign

Nicobrevin anti-smoking capsules will be backed by an advertising campaign throughout 1978. One insertion a month has been booked in every national and Sunday newspaper until June. Advertisements will also appear in many local newspapers and in general interest monthly magazines throughout the year. *Miller of Golden Square Ltd, 13 Golden Square, London W1R 3AG.*

February advertising campaign for Ayds

Cuticura Laboratories will be advertising Ayds on television from the first week of February. The campaign will run for three weeks on all stations and features a new commercial of a slimmer telling of her success with Ayds. Product manager, Damian Rush, comments, "We have proved during the last three years that February is the right time to advertise Ayds—last year's campaign produced such an increase in demand that our production capacity was fully stretched for the rest of the season. This year we are well prepared for the increased demand." Promotional prices are available until the end of February. *Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks.*

Hard as nails money off

Sally Hansen Ltd are offering consumers 10p off the retail price (£0.69) on six shades of Hard as Nails with nylon. The offer runs to the end of February and is available on iced pink, iced blush, iced bronze, iced spice, clear poppy and clear. A selfasta unit displaying 24 bottles is available and the offered shades will be flashed on card. The trade price will be netted down accordingly. *Sally Hansen Ltd, Hook Rise South, Surbiton, Surrey.*

More Trade News on p46

TRADE NEWS

£2m advertising budget backs Gillette twin blades

Gillette are to spend more than £1½ million promoting the GII system during 1978—their biggest ever single advertising campaign. And, as announced in *C&D* last week, a further £500,000 will be put behind the new Gillette twin-blade disposable.

Television advertising for the GII started this week and the first burst of commercials use again the successful "old one-two" sports theme of 1977; these will run until March when commercials for the new Gillette disposables begin. Advertising for all Gillette twin blade razors will then run almost continuously throughout the year. In addition, established shaving products such as the Gillette Super Silver, double edged platinum blades and Techmatic, will receive support, both with advertising and promotions.

The GII twin blade razor, first launched in 1972, has won a 27 per cent share of the shaving market (worth £24 million in 1977), according to Gillette. They forecast 30 per cent by the end of 1978—in spite of opposition from the disposable sector which is expected to account for 10 per cent of all razor and blades sales this year.

Apart from disposables, the market is divided fairly evenly between traditional



Latest GII trial offer gives the consumer a razor and two cartridges for £0.39

blades (such as double edged Gillette Super Silver and Platinum) and shaving systems, such as GII). Systems are the fastest growing sector. Gillette estimate there are about 15 million wet shavers in the UK—a figure that has remained about the same for the past 17 years, despite large advertising campaigns by the manufacturers of electric razors. Their research shows that men prefer to wet shave because of the closer shave the clean feeling that follows.

Glen seed offers

In return for five Glen toilet tissue labels and postal order to cover dispatch, British Tissues Ltd are offering purchasers a choice of four sets of garden seeds (5 packs per set)—maincourse and salad vegetables, annuals, biennial and perennial flowers. In addition Stanley Anvil secateurs and a children's gardening kit are available at reduced prices. *British Tissues Ltd, 101 Whitby Road, Slough, Berks HA 38BS.*

Polaroid stocks

Should any photographic dealers need Polaroid cameras urgently the company says any orders for immediate delivery will be included in the spring programme for benefits. Representatives will be calling with details of the programme during February and March. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*

Non-stop tights

Pretty Polly are running another national promotion on non-stop super sheer comfort tights. The recommended retail price as at January 25, 1978, will be £0.80. From March 20 for a limited period only they will sell for £0.65. *Pretty Polly, 55 New Bond Street, London W1Y 9DG.*

SHOPFITTING

Security door

A new high-security steel door, the Defendor, has been introduced by Henderson Doors Ltd, Romford, Essex, and is claimed to be the only steel door of its type currently available from stock, to fit a standard structural opening and provide proper protection at a realistic price (£350 ex VAT).

The company says police crime prevention officers have welcomed the Defendor's introduction, particularly as a means of protecting rear entrances. At present, many rear doors are of reinforced timber offering little or no protection, or the other extreme of an expensive custom-built specialist door. Whilst a solid wood door is convenient and popular, door frames are often flimsy and the locks, though secure in themselves, often weaken the door construction when fitted. Gaps between the door and frame on the closing edge can also provide leverage for a crowbar and access to the tongue of the lock. The Defendor is said to overcome those problems, consisting of a pressed steel construction with a special compressed infill and internal steel stiffeners. It comes complete with steel frame, ready to fit into a standard structural opening of 1×2.1 m.

It is fitted with two high security Yale Titan locks (key numbers must be registered) and though not classed as a fire door, it has been tested to withstand a two-hour fire test.

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; Cl—Channel Island.

Alberto Beyond: All except E

Anadin: All except U, E

Askit powders: Sc

Aspro Clear: All areas

Atrixo: All except E

Contac 400: All except E

Cream Silk: All areas

Crest: All except G, E, Cl

Hacks: Ln, Lc, So

Head & Shoulders: All except E

Mac lozenges: Ln, M, WW, So, A, We

Night Nurse: All except E

Odor-eaters: All except Ln

Pears medicated shampoo: All areas

Poli-grip: All areas

Ralgex: Ln, M, A

Setlers: All except E

Signal: All areas

Sunsilk hairspray: All areas

Vaseline Intensive Care lotion: All except U, E, Cl

Vaseline petroleum jelly: All except U, E, Cl

Victory V: M, Lc, NE, Y, WW

Vitarich: Lc

EQUALIA

A proven answer to excessive water loss from the skin.

Equalia is a 'water in oil' emulsion that helps the skin control excessive water loss, the main reason why skin appears to age prematurely.

This problem is common to all ages and all skin types. The effectiveness of the answer Equalia provides is backed by many years of research and development.

Equalia has many distinctive properties.

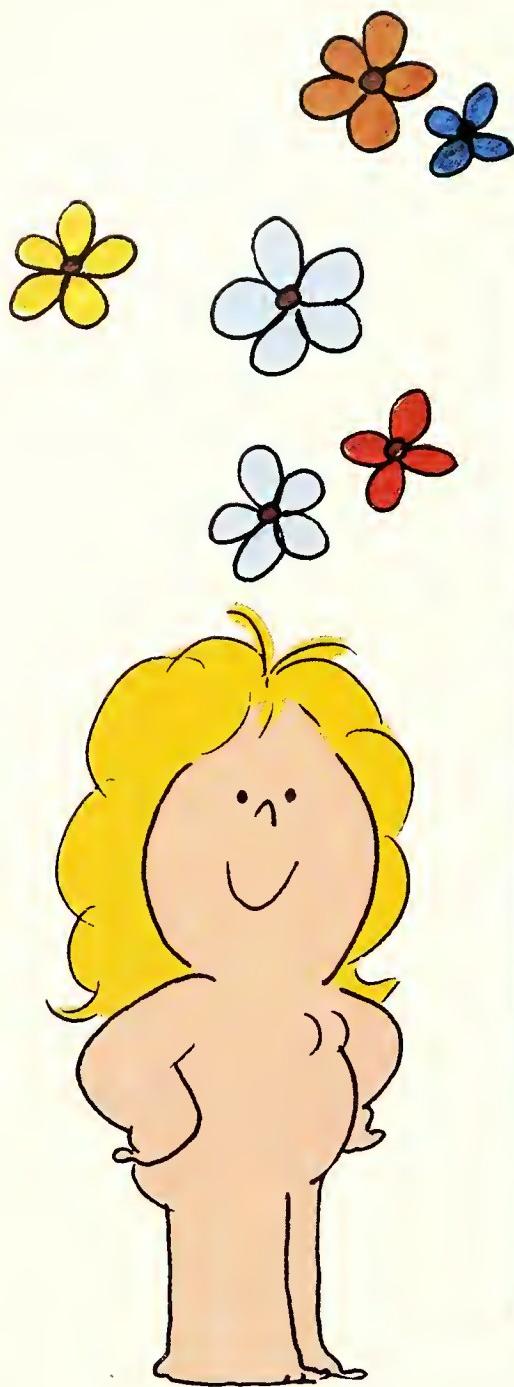
- * It helps control evaporation without being occlusive.
- * It is most effective when used sparingly.
- * The drier the air the more efficient it is.
- * It works regardless of climatic conditions.
- * Its effectiveness remains constant throughout the day.

In the first five months of 1978 £350,000 will be spent on promoting Equalia nationally in women's magazines and on radio.

This makes it the biggest ever single product launch in the UK skin care market.



*Equalia from Vichy
Exclusive to chemists.*



Follow the leader.

 MUM in 1977 was clear brand leader within the total deodorant market (aerosol and roll-on combined).*

 MUM sold **6,000,000** more units than its nearest roll-on competitor.*

 MUM will be spending £500,000 on television during 1978.

*AGB Toiletries and Cosmetic Purchasing Index - January to October 1977



'Mum' is a registered trade mark. Authorised user:

Bristol-Myers

Bristol-Myers Co. Ltd., South Ruislip, Middlesex

MUM really works-for you.

Drug therapy— a constantly changing picture

What is the UK's best selling drug? How many consultations take place for hypertension? How much notice do doctors take of representatives? How much did company X spend on drug advertisements last year?

The answers lie in a series of reports from Intercontinental Medical Statistics Ltd, the UK subsidiary of IMS International, which claims to be the world's leading pharmaceutical market research agency. Up to 2,000 pharmacists in the UK help to provide the data on which some of the reports are based.

Details of leading drugs and manufacturers in terms of value and market share appear in the British Pharmaceutical Index, which is a monthly record of purchases of pharmaceutical products by retail pharmacists in the UK. The value of prescription medicines bought by chemists has grown 150-per cent from £133 million in 1967 to £465m in 1976 at trade prices.

The index, which was started in 1960, has two sections—prescription and non-prescription medicines—and the statistics also trace the progress of new products and the value of drug sales by therapeutic class. Subscribers can see at a glance what types of drugs are successful—"which leads to much more intelligent and rational marketing," believes Mr John Osmond, UK general manager.

Some pharmacists have criticised the

index in the past for giving manufacturers ideas for "me-too" products which end up cluttering their shelves. But Mr Osmond claims the BPI works to the pharmacist's advantage because no manufacturer wants to market a failure and therefore selects only potentially successful drugs which are unlikely to sit on the shelves for long.

The most popular group of drugs in 1976 was those acting on the cardiovascular system. This group expanded from £17.8m in 1967 to £92.8m in 1976, principally because of innovations such as the beta-blocking agents. The second group—drugs acting on the central nervous system—grew from £26.7m in 1967 to £79.1m in 1976. Systemic anti-infectives, the largest group in 1967, expanded less rapidly from £23m in 1967 to £53.6m in 1976, making it only fifth in order of importance. The drug groups are classified according to the International Anatomical Classification, worked out in conjunction with the pharmaceutical industry.

The BPI reveals a constantly changing picture as new therapy replaces older medicines—illustrated not only in the pattern of therapeutic groupings, but also in the companies which supply them. Figure 1 shows the subsequent history of the 15 largest manufacturers in 1962. Several of them have declined in relative position as their leading products have

been superseded while others have come in to take their place. Figure 2 shows how the American dominance of the British pharmaceutical industry has given way to increased activity on the part of British and other European firms.

Mr Osmond declined to reveal the name of the UK's most popular drug—or any other details of individual companies—as this information is available only to subscribers who pay a "substantial" amount for the service. The sum involved, however, is much less than it would cost a company to acquire the same information by its own resources. All the major companies subscribe, representing over 90 per cent of the market in terms of sales value.

But when asked about Tagamet, Mr Osmond agreed that it appears to be particularly successful and has shown the most rapid progression in the UK index to date.

Statistics for the BPI are supplied by a panel of 600 pharmacies, selected from 10 regions in six size categories according to prescription turnover, which submit their invoices or delivery notes every month. The details are fed into a computer and the invoices returned within a few days—all in absolute confidence. Sales to chemists closely reflect Department of Health statistics on pres-

Continued on p52

Chemist purchases of branded prescription medicines in the UK

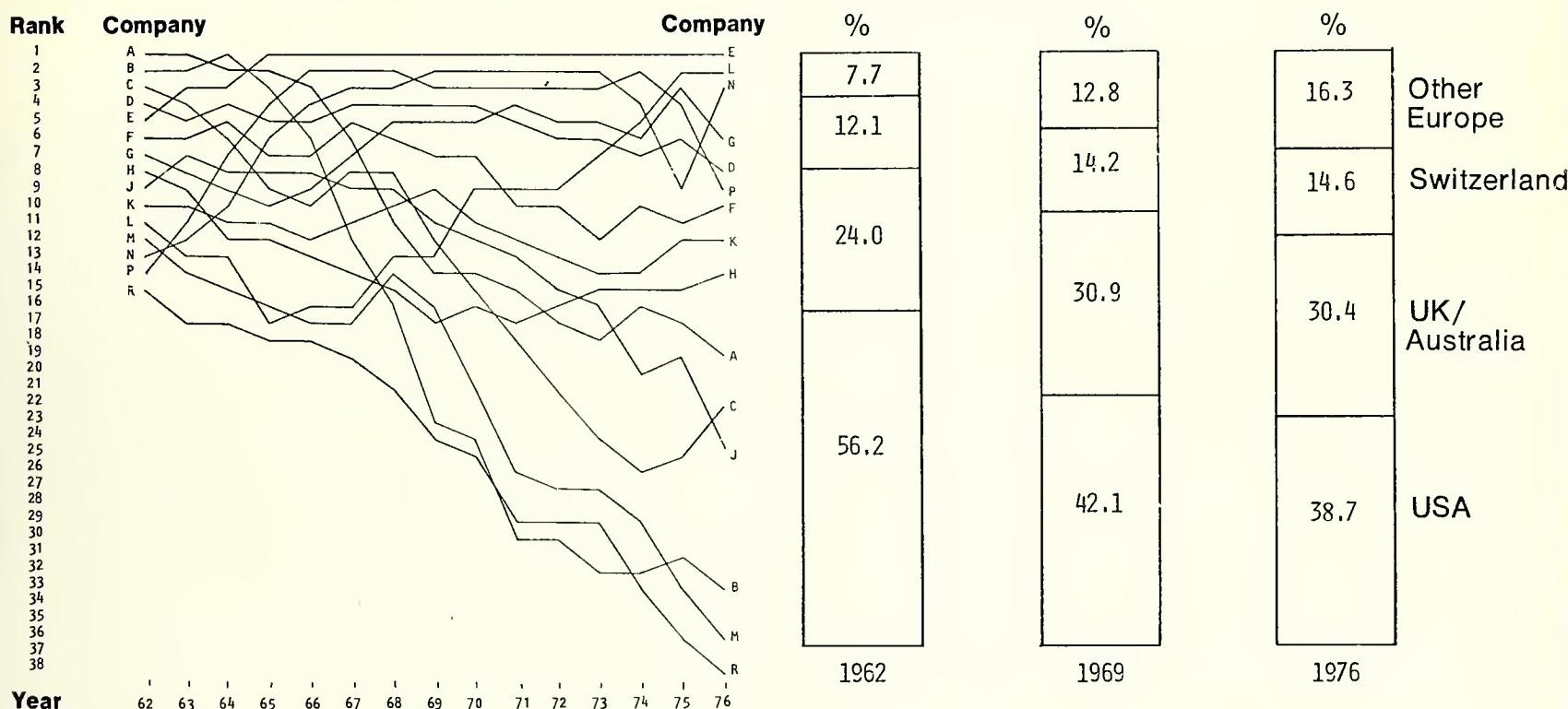


Figure 1 left: Manufacturers ranked in order of sales showing progress of 15 who were leading manufacturers in 1962. Figure 2 right: Breakdown by ownership of manufacturer showing how American dominance of the British pharmaceutical industry is declining. (Source: British Pharmaceutical Index, copyright Intercontinental Medical Statistics Ltd 1977.)



Next summer the biggest thing in sunbathing since the bikini happens.

New Ambre Solaire.

It's been refo
filter that works
way to every oth

Using it, pec
longer, and get a

And that's
telling them w
advertising next

After we chang

thought new A
new packs.

And for good

New Ambre Solaire a rich golden brown. And you just plain ride.



SUNGLASSES 78

SEE
BARTEX
1978 BROCHURES.
THEY SHOW YOU
THE **TRUE VALUE**
OF THE SUNGLASSES
YOU SELL!

Brochures included in Chemist & Druggist

A on February 4th. or direct from
AB Alfred Franks & Bartlett Co. Ltd., A
167-185 Freston Road, London W10 6TH
Telephone: 01-960 0922/8

Samco. More of what you really want.



More for you Whatever the investment in 1978 on brands both new and old, Samco believe that the biggest investment of all should be made in the product and the retailer. That said, you'll find our products very hard to beat on quality, price or design.

And there's a reason for that. We are that rare thing. A single brand that designs, makes, assembles and tests our own sunglasses.

More choice We offer you 57 different Samco styles from our Italian design studio . . . a member of the Italian Fashion Council. So you can be sure that these styles reflect the current trends in modern fashion.

More lenses We offer you a complete choice—Sunsitive photochromic, CR 39, acrylics and polarized. All high quality lenses conforming to the highest international standards of optical quality and strength.

More point of sale A complete range of free counter and floor stands styled for impact and convenience. What's more, every pair of Samco sunglasses carries an informative and pilfer proof identity tag.

Find out more Samco is part of the Mazzucchelli Group—world leaders in plastics and ophthalmics.

And you can see the complete Samco story in our 16 page full colour brochure for Samco 1978.

Write to either of the addresses below:

samco®
THE SUNGLASSES OF ITALY

Mazzucchelli Ltd., Redhouse Road, Croydon CR0 3AQ, Surrey.
or: Addis Ltd., Hertford, England SG13 7HL.



78 SUN SCENE

C&D's prediction for 1978 is that photochromics will gain even more ground. They began their ascendancy in 1976, consolidated in 1977 and will undoubtedly be given a further boost this year by the introduction of Reactolite Rapides. Sovirel's Sunsitive photochromics should continue to benefit from consumer advertising but the new Rapide lens from Chance Pilkington looks all set to be a winner.

The Rapide is considered to be a leap forward in photochromic lens technology. The one big drawback of light-sensitive lenses was that they took so long to react. It can take 30 minutes for ordinary photochromics to change from a dark tint to a clarity of 90 per cent, and two minutes for them to darken again in bright sunlight. Rapides, however, reduce these times considerably; they clear in approximately two minutes and will darken again in about 30 seconds. This development provides enormous benefits to the wearer, particularly drivers, and Rapides are far more effective in coping with the wide levels of light variation experienced in daily use. They are to be found in many suppliers' ranges and are certain to catch the imagination of the consumer, whose sunglass appetite might otherwise be somewhat jaded.

Frames are generally larger this year, affording greater protection for the eyes while attractively adorning the face. Solid frame colours are expected to increase in popularity, particularly in pastel shades or in the interesting crystal "non-colour". There will however probably also be a move towards graduated frames to match gradient lenses.

1978 will also see a greater emphasis on fashionable sunglasses, especially at the upper end of the market. The consumer is expected to become more discriminating and to demand quality sunglasses which will also look attractive. Although plastic frames are destined to become more important, metal frames retain their attraction especially the perennially popular aviator frames. Sunglasses are no longer a summer only sale, more and more people are wearing them at other times of the year. It is felt that this will be a growing trend and that sports models will be special favourites among snow skiers.

Whatever else happens in 1978 it is certain to be a year of expansion in the sunglass market. Sun or no sun, willingly or unwillingly, consumers everywhere are going to be made aware of sunglasses.

The spring, summer, autumn and winter of sunglasses in 1978, from Sunbrella (top and centre left), Silhouette (centre right) and Polaroid



MORE ACTIVITY THAN THE MARKET CAN BEAR?

C&D's Beauty Editor looks at this summer's sunglasses market

From a ringside seat the sunglasses market in the summer of '78 resembles nothing less than a three-cornered prize fight. Looking at the marketing plans of the Big Three—Polaroid, Foster Grant and Goggles—must be confusing for the retailer. One observer, a smaller but still effective supplier said that in his opinion the amount of promotional money being spent was out of all proportion to the possible size of the market. Elida Gibbs' Roy Callow not surprisingly disagreed. "The market is big at present certainly, but it is capable of being developed," he said, "and Gibbs believe that up till now it has been under-exploited by the present incumbents." He is sure that the amount of money being spent to launch Goggles will establish this brand firmly in the minds of the consumer and will probably open up the market in general.

Mr Callow pointed out that when compared with a market like that of fragrances, sunglasses is still tiny. And Gibbs believe absolutely that the expenditure is still at a low level for the potential growth. He agreed that there is naturally some dependence on the vagaries of the British weather but feels that on the whole the growth pattern of the market does not seem to have been affected by the recent rainy summers. The company also believes that the fashion trend evident in this market is at odds with the sale of sunglasses in grocery and cut price outlets. To back this, Gibbs say that, where required, they would be happy to talk to pharmacy assistants to explain more fully the uses and applications of various lens types and to advise on the care of sunglasses.

It should be noted that despite the company's feeling that their fashion image is not appropriate to grocery outlets, other manufacturers feel that it is precisely this fashion image which presages difficulty for Goggles in chemists. They feel that prospective customers searching for fashionable sunglasses are more likely to go to department stores for them, those going to chemists will probably be looking for a purely functional product. The prediction of some observers therefore is that while Goggles may do well in department stores they won't do quite so well in chemists.

Gibbs feel that one reason why the market has been underexploited is because the sunglass manufacturers have not been subjected to the same sort of competitive pressures as exist in other markets. They also feel that this is now changing, and that their own broad experience will give them an advantage over the other major suppliers. For this reason too, Gibbs are happy that their credibility with the independent retailer is good, and is enhanced by their association with a well known expert in the

sunglasses field, Oliver Goldsmith (*C&D*, October 15, 1977, p578).

Another point that they believe cannot be emphasised enough is the importance of distribution. "You can advertise all you like," they say, "but it will be no use unless the stocking is good." And Gibbs consider that their Goggles distribution pattern is "better than good"—which must be encouraging news for chemists, coming



Goggles for guys from Elida Gibbs's new collection of sunglasses

from a company that knows all about success in grocery outlets yet has chosen to exclude them from this venture.

Both Roy Callow and Ian Postgate (Goggles brand manager) agreed they would like retailers to display their ranges earlier and for longer because of the changing attitude towards sunglasses. They feel that the retailer would benefit and that the only added investment he has to make is in space. They say that Gibbs are not necessarily aiming for the top market position with Goggles in 1978: all they want is a profitable operation. Although it is true that many chemists have been going through a bad patch they see the "alive chemists" finding an effective and profitable role in the cosmetic and accessory business and they wish to participate. A lot of brand activity is predicted for Goggles in the women's consumer Press.

Bad timing?

Asked about these newcomers, Wilkinson Sword said that they couldn't help feeling that Goggles have chosen a bad year in which to make their debut. Last year the retailer would have had less of a problem in choosing which brand to stock, they say, and add that it would probably have been

Foster Grant that lost out because they were not at that time so far ahead in the running. Also, retailers would probably have been more open to the idea of changing. As it is, Foster Grant have established themselves and the retailer is in a quandary.

More weight still is lent to this argument now that Foster Grant are claiming to have taken over from Polaroid the brand leadership in chemists (last retail audit of the summer of 1977). They say further that they had regarded this as really only a matter of time: "for two summers Foster Grant had been outselling Polaroid in dual stockists and our prime objective in 1977 was to convince the chemist of the strength of Foster Grant in store and thereby obtain further distribution that would make Foster Grant the brand leader in chemists."

The company believes that the key to the success of Foster Grant has been "consistency and development. We have been consistent in our support of the range. Every year we have said we will spend more on television and every year we have done so." At the end of the 1977 season a "usage and attitude" study was undertaken and is said to show that the consistent Foster Grant investment in television has paid off. The "prompted awareness" of the Foster Grant brand was 81 per cent and over 67 per cent of the respondents remembered seeing Foster Grant advertising on television during 1977. The spontaneous awareness level was 41 per cent. The image of Foster Grant was "attractive and fashionable styles; modern and up-to-date; different lenses; chosen by young people; for people concerned about their appearance and interested in fashion". It is also noteworthy that the range had an "expensive" tag. The company believes this has come about despite competitive pricing because their sunglasses are so fashionable.

"It is quite clear," says Cyril Solomons, marketing manager of Wilkinson Sword, "that fashion in sunglasses is not something waiting to be invented by new market entrants. The Foster Grant brand has already developed a distinctive image of offering a wide range of fashionable styles and our intention will be to strengthen this image with further heavyweight television advertising in 1978".

"The product offered to the consumer is of course of paramount importance" he continues. "In this area too we have been consistent. Our philosophy has always been that sunglasses are a fashion accessory and each year has seen the Foster Grant range develop to take account of this. To present sunglasses as a fashion accessory requires the offering of a real choice to the consumer—a choice of frame shapes for different face shapes; a choice of colours for

different complexions, hair colourings, clothing and occasions and also a choice of lenses for different uses. This choice plus the styling and advice of leading European designers is what makes Foster Grant the fastest selling brand in chemist outlets".

Mr Solomons observed that a suggestion made in the Comment preceding the 1978 sunglasses review in *C&D* (October 15, 1977) had already been taken up by Foster Grant when they conducted a simulated shop research study looking at the reasons why consumers picked particular sunglasses. Over 50 per cent of respondents placed shape, design or style as the prominent reason for their choice. Customer behaviour at the display stands was also noted and it was found that only half of the respondents purchased from the first stand they visited indicating, the company thinks, the importance of style and a wide range.

"In 1978 we shall be faced with a new competitor in the market place", continued Cyril Solomons. "I am constantly being asked how we view Goggles and what our plans will be. Our plans will be quite simple—we shall continue to pursue those policies and strategies that have made Foster Grant the brand leader in the chemist sector. Our attitude is also straightforward. We welcome the launch of Goggles because we see similarities between their philosophy and ours. We believe that their entry is spurred on by our success in taking the sunglass market into the fashion accessory area with a heavily branded product. Next summer there will be a total expenditure in excess of £1½ million behind sunglasses in a very short period of time. This will develop the fashion side of the market. Foster Grant is ready to take advantage of this development in the chemist trade". Mr Solomons summed up by saying: "The total product presentation that moved Foster Grant from nothing to brand leader in chemists in three years will continue to be developed in 1978".

Less impact

Turning to Polaroid for their opinion of the new contenders *C&D* was told that they felt that the Goggles entry will stimulate the consumer's interest in sunglasses. Like Foster Grant, however, they sense that Elida Gibbs could have their timing wrong. The impact made by Goggles will be lessened they suggest, by the present hungover state of the market from recent bad summers (1976 being the exception). Their problem will be that they have first to sell their brand name and then a product.

Questioned as to whether it was now time for Polaroid to bring out a wider range of lens types, David Mayhew, European marketing manager, replied that because Dr Land invented the polarising lens he feels that it is the best, giving the consumer more protection than any other. "It is in fact the best lens one can use for sunglasses", he said. "We recognise that there are other lens types around and have worked on a number of new options but have not made a policy decision to enter into other sunglass lens types at this point in time." Indeed, the company has always felt that it should devote its energies and talents to those things it can do uniquely and well.



A pair of Polaroid glasses for him and her—model 4823 with gold plated frames (£9.95)

Mr Mayhew went on to say that Polaroid have always seen the sunglass market as double-edged. There is of course the ever present and overwhelmingly important need for adequate protection from the sun, but the company has realised that the fashion end of the market has become increasingly popular, particularly for the ladies. They feel also—despite replies to research questionnaires—that men, too, choose sunglasses that are going to "make them look cute". The years 1969 and 1970 saw the beginnings of Polaroid's understanding of the importance of the fashion aspect. They moved away from the "grand classicism" of earlier years into what was, both for the company and for the time, revolutionary frame shapes. Colour made its presence felt a couple of years later and different materials, such as metal, were used. An interesting chicken and egg question arose here as to whether Polaroid frames had been less fashionable up to that time because they had purchased in the main from UK suppliers or whether those suppliers provided classic "any-colour-as-long-as-it's-black" frames because Polaroid used them.

The 1978 season will be an "aesthetic" one in Polaroid's view, a time of consolidation and of mending fences after the abominable summer of '77. "A lot depends on the weather," continued Mr Mayhew. "With or without high impact advertising, if the weather is poor the company which will fare best is the established company with a value-for-money reputation and one who enjoys the confidence and trust of the consumer and the retailer".

Polaroid strength, they believe, lies in the fact that apart from providing a fashionable product it is also a specialist product and a quality one. The company is totally involved in sunglasses from start to finish, not just when buying and selling.

A departure which the retailer might consider making this year is to find room for units such as the counter display stand of Polaroid's sports models. A small investment in space and flexibility of thought could pay dividends as sunglasses are no longer really a summer only product. Because of the increased importance of the fashion aspect they can be a year round seller for very little extra effort. Another suggestion is to ring the changes with the

compact black and silver Mary Quant stands (see p8). Both Polaroid and Mary Quant feel that it is important to attract the confidence of the retailer and the consumer in the first year particularly when the debut year is one in which such massive market activity will be occurring.

The shape and texture of the entire sunglass market will inevitably continue to change. Naturally enough Polaroid do not subscribe to a theory which we heard expressed, that consumers going to chemists for sunglasses are looking more for a functional product than a fashionable one. Polaroid feel that whereas going to a department store for a pair of sunglasses might be a fashion decision, it is likely to be a planned one and chemists will get just as many fashion conscious customers who are passing when the sun comes out. Also chemists are in the unique position of being able to provide advice. The extra knowledge provided by this professionalism cannot be bettered. "The 1978 collection is our most attractive so far", concluded Don Snape, UK marketing manager.

Marketing disadvantage

Many smaller manufacturers expect to suffer this year because of the trend towards branded sunglasses. There are now two loud voices, soon to be joined by a new but equally noisy one, all endeavouring to attract the consumer's attention to their product. This must put the smaller, less "branded" manufacturers at a marketing disadvantage and they will be relying a lot on the loyalty of their traditional customers. But many have distinctive designs and their ranges present the retailer the opportunity to offer "something different."

Where could all this advertising and promotional activity leave the market at the end of the season? Inevitably the weather will be a major factor in determining how much stock is sold, and there are differences of opinion as to whether the sunglass market is actually capable of the expansion some gamblers are anticipating. But one certain result must be the creation of a more sophisticated consumer with a greater awareness of the available types and styles than ever before—it may be that only those retailers prepared to offer choice will be in a position to benefit in 1978.



Nothing but the best-ever promotional support would be good enough for Goggles; so we're backing them—and you—to the tune of one million pounds on consumer advertising alone!

This colossal campaign will include 130 television spots, 200 radio spots and no fewer than 50 full-colour pages in the top-circulation magazines.

MAKE THE MOST OF MASSIVE SUPPORT

Goggles are the greatest thing to happen to eyes—and their combination of excellent lenses and superb frames makes them outstanding value. So make sure these eye-catching display stands are given a really good position in your store. In this way, you'll get most benefit from our massive advertising support. Remember: if you display them well, Goggles will sell!



NEARLY FIVE MONTHS' FREE CREDIT!

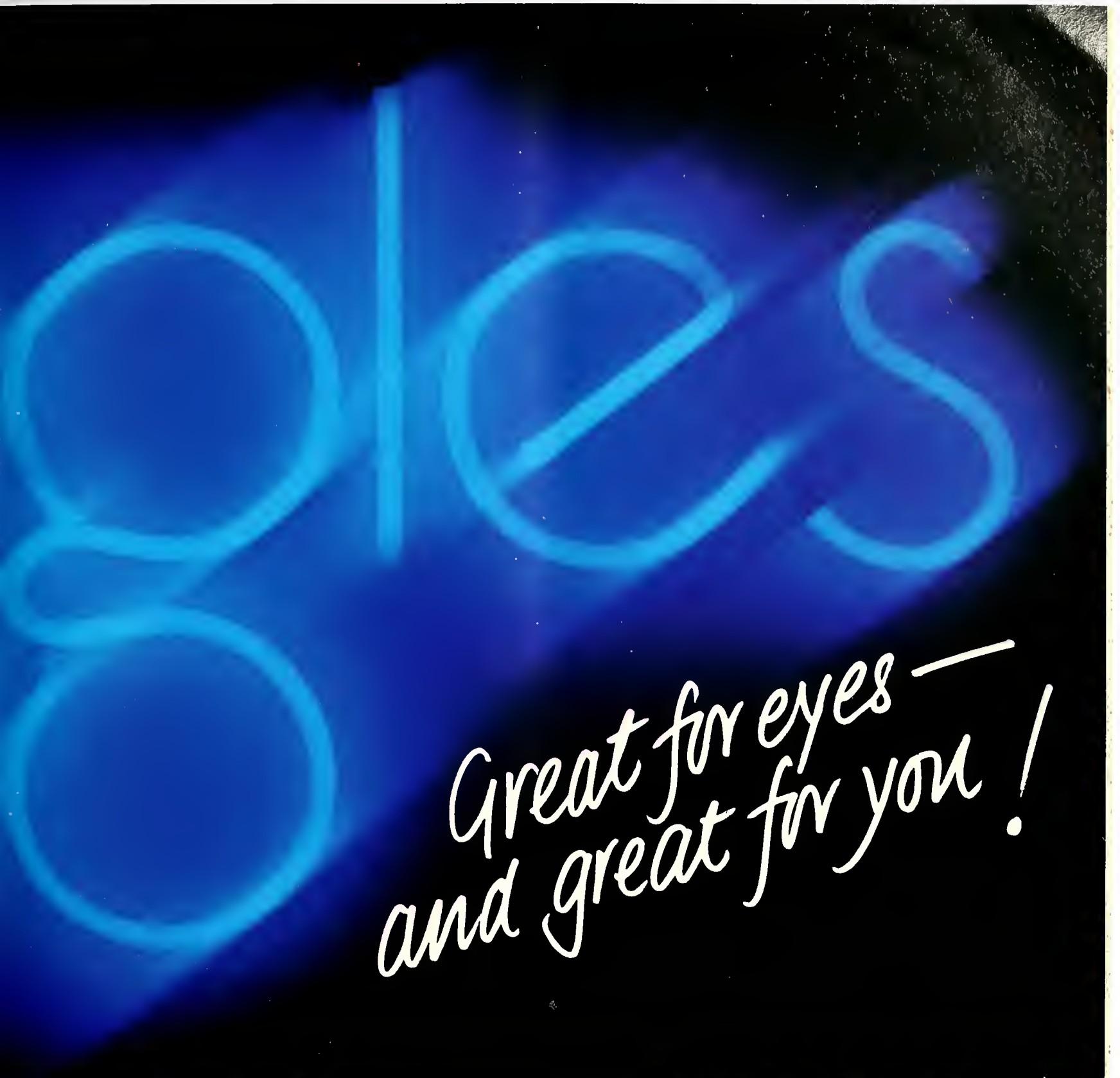
You can take delivery of your Goggles stocks any time after 3rd January 1978. We shall invoice you during March, but payment will not be due until 30th May. Order now for earliest delivery—with nearly 5 months to pay!

WE'LL REPLENISH OR REPLACE—FAST

If your stocks run down, call us and we'll replace them as quickly as possible. Minimum order is only 3 pairs. And if you've got any slow movers, we'll exchange them for something faster—just as fast!

STUNNING DISPLAY STANDS

The Goggles display stands, all with full-face mirrors of varying heights attached, show off Goggles to perfection.



*Great for eyes —
and great for you!*



They make maximum use of minimum space, utilising leaflet dispensers and distinctive headboards. Every pair of Goggles is separately colour-coded for lens type, has a free protective carrying case and carries a replacement guarantee service.

And don't forget— throughout the season additional point-of-sale material is available.

SIMPLY WRITE OR PHONE

To order—or for advice or information— just write to Elida Gibbs Ltd, Hesketh House, Portman Square, London W1A 1DY, or 'phone us on 01-486 1200, ext. 462.

LOTS OF LENSES AND FASHION FRAMES

There are 102 models in the Goggles range, with five lens types, 53 frame styles (including 12 clip-on versions) and in seven price categories.

Goggles are stylish, comfortable and of extremely high quality.

Goggles. Fashion—right on the nose!

goggles



POLAROID ADD QUANTITY TO QUALITY

To anyone in their twenties or early thirties the name Mary Quant is synonymous with the culture revolution that took place in the 1960's. Her innovative approach to everything she touched, and the very range of those things, invited a new awareness and heralded a new era, first in fashion, then cosmetics and now sunglasses.

It was almost inevitable that two such internationally experienced and dynamic companies as Polaroid and Mary Quant Ltd should get together. Looking at the direction the sunglass market is taking, the marriage between a fashion leader and an experienced manufacturer is an obvious consequence of the increased demand for quality, fashionable and effective sunglasses.

Despite their already wide range Polaroid were not unaware that as a company they suffered by having a name which many people still associated with a functional but not so fashionable product. They find this attitude somewhat incomprehensible as they have been advertising on national television for twelve years and have offered a fashionable product since the beginning of the fashion revolution in this market. However, having realised that a barrier does exist in the minds of many consumers, Polaroid set about breaking it down. Their latest move is to link themselves with a fashion name.

Polaroid are extremely happy with this association. Not only is the name Mary Quant known and respected all over the world, it belongs to a real person. And this they feel is particularly important. The connection can be made in the consumer's mind between the personality of this very real lady and her image as a fashion leader.

Meeting Mary Quant OBE, RDI, FSIA, C&D's Beauty Editor was surprised to find that despite her stature as a fashion figure she was no tall and forbidding woman. Mary is small and softly spoken, a lady whose outward appearance gives no hint of the great bundles of energy and creativity she possesses, except in the glint of humour in her eyes. She was born in London in 1934 and studied at the Goldsmith's School of



Art for a teaching diploma in illustration. While there she met her future husband, Alexander Plunket Greene and later the two of them plus Archie McNair formed Mary Quant Ltd. McNair is now chairman of the Mary Quant group of companies and the three original directors still control the group's activities and are the major stockholders.

From top to toe

Mary's rise to fame began when she opened her first shop in Chelsea in 1955. The list of her achievements since then is long and complicated. It includes being granted the *Sunday Times* International Award for "jolting England out of its conventional attitude towards clothes", being voted Woman of the Year in 1963 and being awarded an OBE in 1966. The products with which she has become involved include rainwear, hosiery, underwear, coats, footwear, hats, swimwear, blouses and shirts, household furnishing and domestic textiles (in conjunction with ICI and Dorma), ties, dolls, blinds, stationery, ceramic mugs, wine, jewellery and of course cosmetics and perfume. She designs a semi-couture range of dresses and separates under her own label and also designs a range of co-ordinates for the Carrington Viyella label.

Mary confesses herself very happy with the latest addition to this list—the licence she has set up with Polaroid to manufacture and market a range of sunglasses designed by herself. She told C&D she is pleased to be linked with a company which understands not only the mechanics of sunglasses but also the need for fashionable products. Together they have produced up-to-date stylish sunglasses which are light and comfortable to wear and which of course incorporate Polaroid lenses. The first consideration of this collection was to produce good fashion frames so it was decided that for the first year the range would be kept compact with the emphasis on "fashionability."

Fashion reflection

The design of the sunglasses reflects Mary Quant's vision of the mood of fashion in 1978. She feels "it will finally be the year when women will dominate their clothes rather than letting themselves be dominated". There will be a move towards easy-to-wear clothes which will be "big, billowing and sensual with classic overtones. A sort of Katherine Hepburn look". And the sunglasses will match this movement in subtlety and classicism. Mary's ability to see this market as a whole means that for 1978 she predicts a look which cannot be imposed, and one which must be chosen and blended by the wearer to her own personality. This applies from eyeshadow to blusher, bags to shirts and sunglasses. She describes it as "subtle co-ordination" and says the days of outlandish fashion which dominated the wearer are gone. The extremes have been whittled away from both ends and today the mood is one of subtly sexy comfort.

This mood is reflected in her cosmetics and can be seen to be carried through in her compact and precise range of sunglasses—especially if the display stand is positioned close to the Mary Quant cosmetics merchandiser. It is also a mood which can be felt all year round and therefore sold regardless of season.



Two styles from Mary Quant's collection for 1978

Concorde will be taking off all over the country in 1978



The latest Concorde range of British made sunglasses from Birchware will really be flying high in 1978. These fashionable frame styles incorporate polarising (graduated or equitint) CR39 or Reactolite Rapide photochromic lenses.

Reactolite Rapide lenses are the fastest photochromic lenses currently available — changing from a clear lens with a subtle grey tint to dark grey in bright sunlight and back again to clear in seconds.

The new revolutionary Reactolite Rapide photochromic lenses are British made, Pilkington products, optically surfaced for distortion free vision at all times and backed by national advertising and a range of point of sale displays.

Contact your nearest distributor for a test sight, you'll be surprised how profitable it will be.

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Eastleigh
Hants SO5 3YN Tel. No. (04215) 68444
Areas Distributed:
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4. WAIN'S OF TUNBRIDGE WELLS
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CONCORDE
By Birchware
A member of The Pilkington Group

BUYERS' REVIEW

Sunbrella's clear message



Starburst sunglasses from Sunbrella feature either daisy, heart or diamond shaped diamante type motifs in the bottom of the lens

Jackel have this to say about their Sunbrella sunglasses in 1978: "At a time when the sunglass market is becoming a confusing battleground of heavyweight companies, each trying to outbid the other in their advertising spend, the message of Sunbrella is refreshingly clear and simple. Sunbrella offers the widest choice of fashionable styles at prices which are significantly lower than those advertised brands".

Jackel go on to tell us that market research carried out in June 1977 showed that 84 per cent of customers questioned paid less than £5 for their last pair of sunglasses. For this reason, they say, three quarters of the Sunbrella range retails at below £5. These sunglasses also give the retailer a profitable range which enables him to compete on a value for money basis with national chains who are taking a fast increasing share of the market. Add to this loaded and pre-priced deals, each with a free illuminated stand, and Jackel believe that Sunbrella 78 is "quite simply the best range of sunglasses money can buy".

To further help the independent retailer these sunglasses are also now being distributed not only by Jackel but also by representatives of Independent Chemists Marketing Ltd.

Fashion highlights of the range are that Noel Edmonds, the well known radio personality, is endorsing Sunbrella's shatterproof lenses, pointing out how safe they are for motorists. Their Kojak range has been very successful over the past two years and is joined by a Kid Kojak range for children. The Starburst range is designed for the "young and trendy" and is a lightweight rimless style with graded scratch-resistant lenses each having a diamante type motif in the bottom of the lens—a daisy, heart or diamond.

There are four deals available with pre-loaded and pre-priced display stands with counter and floor stand for six, 12 and 18 dozen pairs of sunglasses. (Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland and ICML, 51 Boreham Road, Warminster, Wilts BA12 9JU.)

Foster Grant and Camargue for '78

The 1978 Foster Grant collection from Wilkinson Sword is made up of sunglasses with photochromic, gradient and polarised lenses. During 1977, sunglasses with photochromatic lenses increased in popularity says the company and to keep ahead of this trend, there are eight styles with Sun-sensitive photochromatic lenses in the collection. Four of these female styles with fashionable plastic frames, the other four styles being male, two with chrome frames. Polarised lenses still remain popular, says Foster Grant because of their protective qualities and there are thirty two styles within the range. The split between metal and plastic is about fifty fifty.

Gradient lenses too are increasing in popularity and again to keep ahead of this fashion trend there are thirty styles with gradient lenses within the collection. Nine of these are half rimless, a look which provided some of the best sellers in 1977. Plastic frames are expected to increase in popularity and there are sixteen models available. Overall, however, metals are expected to continue to outsell plastics in volume terms.

An innovation for 1978 is that all Foster Grant display stands will now be illuminated to show off the colour and style of the range. Stands will be loaded with pre-priced pieces incorporating pilfer-proof tags.

1978 will also see Foster Grant introducing the Camargue range of fashion sunglasses. Named after "one of the wildest places on earth—the Camargue—an untamed region of wild bulls, open sea, wind, blazing sunshine and the famous wild horses", this range is expected to appeal to people who like the style of this region of France. It is a small range with styles which will be exclusive to the UK (£15 each). The glasses have gradient optical lenses made from ground and polished CR39. The eye frame is wide with a fine tubular decor at the top. The Camargue logo of a horse's head against the sun is inlaid into each arm.

Foster Grant also told *C&D* that their attitude to the Goggles entry is that they welcome the range as "creating additional interest in sunglasses as a fashion accessory and look forward to the challenge of the muscle of the newcomer Gibbs against the proven success of Foster Grant in chemists" (see also p4). (Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks.)

Low prices for Bartex sunglasses

As reported in the October review, Bartex sunglasses will once again be featured on bus sides in an advertising campaign which includes women's magazines. The main poster campaign will last for three months from May, and be carried on fleets of buses from Glasgow to Truro. The poster will illustrate the Bartex polarised and photochromic sunglasses. The company is expecting a continued increase in demand for the range of sunglasses to their policy of offering a low recommended retail price which they assure *C&D* has not been increased to recoup advertising expenditure.

New for the summer season is a polarised

clip-over stand which, they say, has been created due to continued demand from the trade. The photochromics as shown on the bus sides are fitted with lenses of Corning Glass from the USA and are impact resistant and index corrected (£4.95-£7.50 ex VAT). Two plastic-framed photochromic sunglasses have been added to the range (£4.95 ex VAT).

The range of fashion sunglasses offers a comprehensive selection of lenses—CR39, tempered or plastic—in a variety of colours, gradient and mirrored. (Alfred, Frank & Bartlett Co Ltd, Bartex House, 167 Freston Road, London W10.)



A pair of sunglasses from Foster Grant's Camargue collection

Choose wisely...choose



Whitecross

An exciting new range of Standard, Gradient, Polarised and Photochromic Sunglasses for 1978

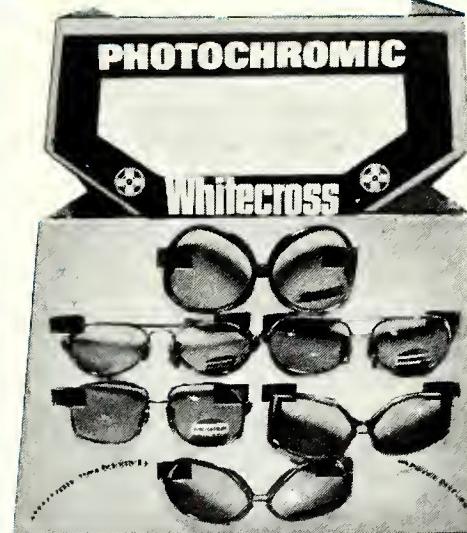


SUPERSTYLE

Our NEW revolving Plastic Counter Display Stand complete with Mirror - FREE - with a range of 6 dozen assorted POLARISED Sunglasses retailing between £2.00 and £3.50 each +VAT

**Cost of complete unit
to retailer: £136.00 +VAT**

Any style is also available individually



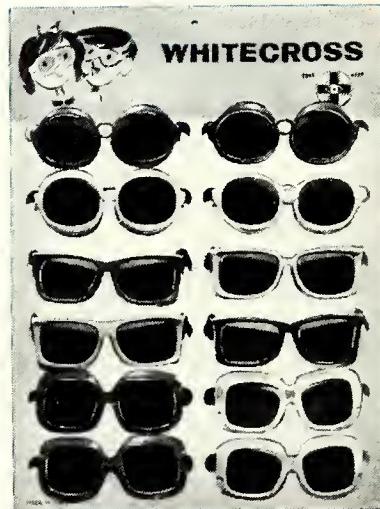
This attractive Counter Display Stand FREE with every 12 Photochromic Sunglasses

**Uniform
Retail Price
£6.90 each +VAT**

Each WHITECROSS Photochromic Sunglass is individually boxed with an explanatory leaflet and a FREE plastic padded and lined SUNGLASS CASE

**No. 279
Retail Price
30p each +VAT**

From our range of CARDED CHILDREN'S SUNGLASSES retailing at 12p, 30p and 32p each +VAT



Ask for our FREE fully illustrated brochure showing our complete range retailing from 12p to £6.90 each +VAT and our eye-catching Display Units

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“I order early you see, before January 31st, to take advantage of Polaroid's Early Bird Offer.

Simply phoning my usual distributor gets me extra free sunglasses worth, in my case last year, around £475 retail.

Coupled with the free pairs Polaroid gave with their packs anyway it totalled out at around £750 worth of goods, scot-free. Naturally, I'm using the offer again.

Delivery's early, before Easter.

That's good because I start selling early.

up £475 just by "o the phone."

MICHAEL FRITH
Managing Director of FRITH BROS LTD.

By Easter my shops are all geared up to selling sunglasses. We pick up the late winter holiday trade, but mostly it's the young people who snap them up, purely as a fashion accessory.

Before the peak selling time last year, they'd made quite a dent in our stocks.

This year should be even better. Polaroid aims to outspend every other sunglass advertiser on TV, which is good news for Frith Brothers. We find Polaroid's the only major brand we need stock.

Yes, I'm happy with Polaroid and the Early Bird Offer. They work for me so I stick with them."

POLAROID SUNGASSES

THE POLAROID EARLY BIRD OFFER VALID UNTIL 31st JANUARY 1978			
PRE-PACK	BONUS	EARLY BIRD EXTRA BONUS	TOTAL VALUE* OF OFFER
160 FLOOR STAND	10 FREE PAIRS	8 FREE PAIRS	£119.50
120 FLOOR STAND	-	6 FREE PAIRS	£39.00
80 COUNTER STAND	5 FREE PAIRS	4 FREE PAIRS	£59.75
60 COUNTER STAND	-	3 FREE PAIRS	£19.50
40 CLIP-ON PACK	3 FREE PAIRS	2 FREE PAIRS	£22.85
20 NEW SPORT PACK	3 FREE PAIRS	2 FREE PAIRS	£32.85



*Suggested retail prices and Early Bird Offer applicable to UK only. 'Polaroid' is a registered trademark of the Polaroid Corporation, Cambridge, Mass., USA. Polaroid (UK) Limited, Ashley Road, St. Albans, Herts. Copyright Polaroid Corporation 1978.

After just one year, the world's No. 1 suntan range is one of Britain's biggest sellers



At this rate the sky's the limit for '78. With extra Plough backing, nothing can hold you and Coppertone now. Just look what you get:

- *Bigger national advertising support
- *Bigger and better point-of-sale
- *Chance to win exciting summer prizes in Coppertone "Fun-in-Sun" Contest
- *Complete range to sell—includes UK market leaders QT and Sudden Tan.



Coppertone

See your Plough representative or contact Plough (UK) Ltd., Penarth Street, London S.E.15. Tel. 01-639 4363.

Polaroid team up with designer Mary Quant

Further news from Polaroid regarding the 1978 season concerns the launch of the Mary Quant collection (see page 8). Each Polaroid sunglass designed by Mary Quant bears her exclusive daisy motif, as well as the Polaroid trade-mark that signifies "standards evolved from forty years of research and technology in producing and marketing sunglass products". Two of the Mary Quant designs are metal frames and three further frames are in moulded plastic, utilising a transparent base tint with colour combinations such as bordeaux and green which are said to lend them "extra vitality".

Polaroid will be advertising their 1978 collection with the "largest sunglass television campaign ever seen in Britain throughout the whole summer" and the company believes that its sunglass pro-



One of Mary Quant's designs for Polaroid

gramme will "maintain brand leadership in the market" (see also p8). (Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.)

Solabra's choice

Solabra have a popular assortment of ladies', gent's and children's sunglasses retailing from £0.25 to £7.40. They also offer an attractive range of product stands which they say have been carefully designed to meet the demands of modern display—they are tough, compact and simple to erect. The saf270 floor unit contains 25 dozen pieces plus 2 dozen assorted clip ons (£246.92); the sa150 counter stand contains 14 dozen sunglasses and one dozen clip-ons (£126.13); the sm140 unit with 14 dozen metal sunglasses in gilt and nickel (£178.64); the p2 with two dozen metal frame polarised sunglasses (£46.80), the p1 which is an assortment of two dozen plastic frame polarised sunglasses (£42.78) and the ac1 unit with 2 dozen sunglasses with acrylic lenses (£43.15). All units come with free display stand. (L. Braun Ltd, 22 Cowper Street, London EC2A 4AX.)

Correna's collection of six ranges

Correna Ltd are claiming that 1978 sees theirs as "the most complete range of sunglasses in the world". There are six ranges within the collection—Domenica, (the *haute couture* collection), Sundowners, CR39, TGX (impact resistant glasses recommended for drivers), super polarised and photomatic, and there are a number of variations of design and colour.

Fourteen pieces comprise the Domenica collection (£11.06 and £18.47); nineteen Sundowners (£5.51, £7.36 and £9.21); thirty four models with TGX lenses (£2.73-£7.36); thirty two photomatics (£8.29, £12.92 and £16.62); eighteen CR39 models (£7.36 and £9.21); twenty super polarised (£5.51 and £6.44) and eight children's styles (£1.81, £3.66 and £4.58). Correna also offer four clip-on styles with polarised lenses (£2.73) photomatic lenses (£9.21) and polarised flip-ups (£3.66).

Primetta look for forward thinkers

Gay designs say that once again the emphasis in the 1978 range of Primetta sunglasses is firmly on quality, backed by fashionable designs. Subtle colours in fine acetate frames and a wide range of finishes in metal frames they feel will help to reinforce the "high position which Primetta already commands at the top of the sunglass market". Four types of lens are offered, featuring automatics, CR39, polarised and specially toughened glass which is most suitable for drivers.

Technically, says the company, Primetta sunglasses are "outstanding" because all the lenses come from a specialist German producer and are subject to stricter optical standards than required in most other countries. They feel, that another reason for their success is because their delivery service from plentiful stocks throughout the season and after sales service is given the fullest attention—a guarantee is given with every pair sold.

Prices range from £3.25 to £15, with many models in the £4.95 to £7.95 bracket. Primetta say that they know there are many customers happy to pay these prices for something "different in terms of price and style". Advertising is kept to a minimum because the company believe their value should be in the product and the display.

There is now a training scheme available to chemists, similar to that used for the consultants employed by Primetta nationally in department stores. The company believes strongly that no amount of advertising can ever replace good advice and accurate stock keeping at the ultimate point of sale. Gay Designs say they are anxious to extend their franchise "with the co-operation of forward thinking chemists." The company also offer the Yves St Laurent couture sunglasses range. (Gay Designs Ltd, 160 Vauxhall Bridge Road, London SW1V 2RA.)



Still life of some of the new Yves St Laurent designs (£19.95) from Gay Designs Ltd

Gibbs' Goggles join the fray



The illuminated Goggles floor stand

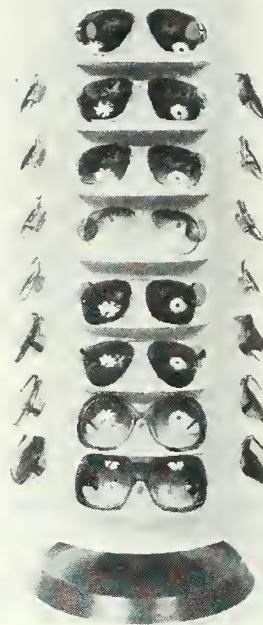
Elida Gibbs will be spending £750,000 on advertising to ensure that the public is made aware of the new entrant to this market in 1978—the Goggles range. All the styles have been chosen by Oliver Goldsmith and his criteria for selection were quality, style and comfort. There are five lens types available, 53 frame styles, 102 models and seven price categories from £3.95 to £11.95.

The Goggles advertising campaign will break around the middle of March on television, radio and in the women's Press including *Vogue*, *Woman*, *Cosmopolitan*, *She, 19, Over 21* and *Honey*. This spread of media shows how catholic the company expect their target audience to be—within young up-market people with highish disposable incomes.

Their sale is being restricted to chemist and department store outlets because the company feel that their style is inappropriate to the grocery trade. See also p4. (Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.)



Goggles for guys



Vestric's counter display stand for Verbania

Vestric's terms

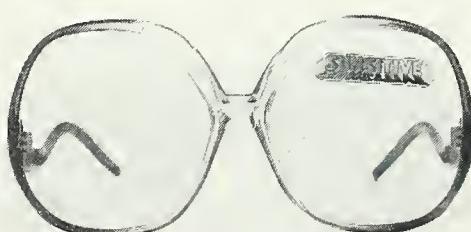
Vestric tell us that the Verbania 1978 range of "high style, high quality Italian sunglasses" offers excellent terms to the retailer and tremendous value for money to the consumer. Retail prices range from £0.60 for the children's styles to £9.50 for Sunsitive photochromic lenses, with polarised and gradients in the middle range at about £6.50.

Three "deals" are available—the MU4 pack with a retail value of £221.05 and comprising 48 pairs of polarised and gradient sunglasses with a free revolving stand; the MU2, retail value £112.35 with 24 pairs of polarised and gradients and a free revolving counter display stand, and the MU1 pack, retail value £105 with 12 pairs of Sun-sitive photochromic styles and a free counter stand.

All the Verbania sunglasses for adults come with a swing ticket, designed to reduce pilferage, and a luxury gusseted carrying case. There are 48 styles available in the range. (Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.)

Upmarket imports

Euroexpro is a British company importing Balenciaga sunglasses from France (£19.95), the Valentino range from Italy (£19.95), Dian de Carlo's range from France (£16.95) and the Sun Gems /SunSports models from the USA (£8.95). The Valentino, Balenciaga and Dian de Carlo ranges all have CR39 graduated lenses and are designed for up-market buyers. They are available in a variety of colours. Sun Gems and Sun Sports are described as mainly suitable for driving. They can be supplied with custom made motifs, subject to a minimum order. These motifs can be affixed to the lower corner of the lens. (Euroexpro, 166 Norbury Crescent, London SW16 4JZ.)



Sunsitive photochromic sunglasses at £7.45 and (right) gradient lensed sunglasses at £2.97 from Whitecross Optical Co Ltd

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The 'RAPIDE' for 1978

A lens which literally darkens
'before your very eyes'



MODEL R.2.
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Reactolite Rapide is acknowledged as the fastest changing photochromic glass lens known.

On exposure to bright sunlight the Rapide lens darkens, through 80% of its total performance capacity in 30 seconds.

In the shade or subdued light conditions the glass clears to a 50% transmission in only two minutes.

Because it is activated by natural light it continues to function effectively inside a car making it ideal for driving in the sun.

This lens has been developed by the British Chance-Pilkington Company as an extension to their reactolite photochromic range and is available to only a few companies—of which Croptics is one.

Catalogues offering photosun, reactolite, polarised and other models including the new Eurostyle fashion range.

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For initial orders placed and delivered by the 1st March, an extra month's credit for payment by 1st May. And discounts of—

£100 trade (plus VAT)	LESS an EXTRA 10% nett
£200 trade (plus VAT)	LESS an EXTRA 15% nett
£300 trade (plus VAT)	LESS an EXTRA 20% nett
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For delivery January/February for payment by 1st May to qualify for discount as offered.

Solarite's new light



Gradutint sunglasses from the Solarite range

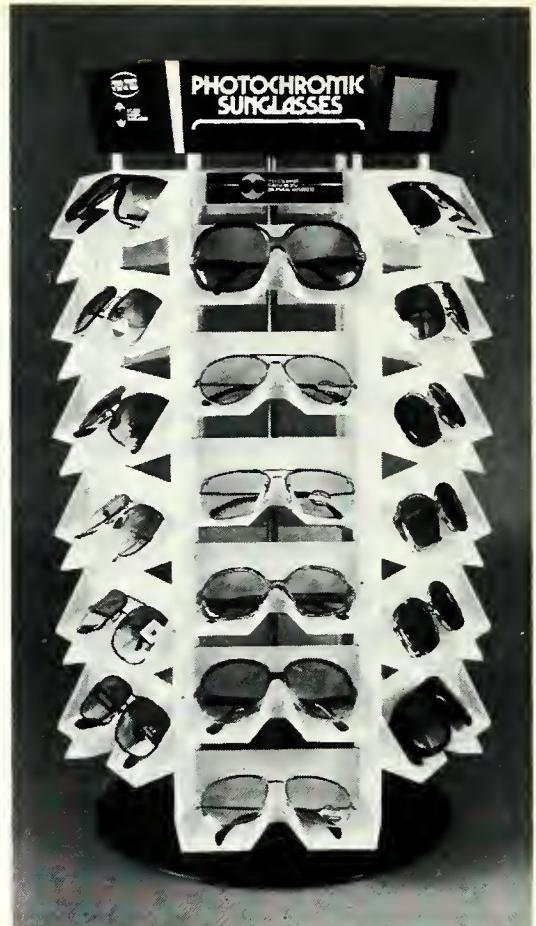
"See the world in a new light" is the 1978 slogan for Solarite sunglasses from Lessar Brothers. This year they are concentrating on five main categories of sunglasses, but expect the fastest growth sector to be their own range of Reactolite Rapides. In effect there are six basic models—four in metal and two plastic—and seven deluxe including hand made frames and finely made metals. The company feels that the Rapides are such effective photochromic lenses that they will appeal greatly to customers wishing to buy technically advanced optical quality sunglasses. "Thus," they say, "the

professional expertise which gives these glasses their unique qualities will be appreciated." They will retail from £13 to £20 and it is believed that these lenses will "serve to stimulate any jaded sunglass appetites".

In their Zeiss Umbral range, Lessar are only featuring the 85 per cent absorptive lenses. There are five metal frames and two plastic. For those who require the 75 per cent fixed brown tint the company will be featuring five models in their Sunbrown high definition lenses—the same sunglasses selected by the MCC touring team for their trip to Pakistan and India.

Solarite are offering both precision CR39 Umbratint lenses and regular CR39 Gradutints in a large range of fashion items expected to have high appeal for both men and women. Like many other companies Solarite have realised that women now treat sunglasses very much as a fashion accessory and the colourful frames, some brushed with gold, the subtly tinted lenses and the practical fashion chains in a variety of colours will all have immense appeal they believe, and add that many female customers will probably be investing in more than one pair of sunglasses.

For their own customers Lesbro/Solarite offer a range of displays including two pilfer proof cabinets. One is a swivel type transparent cube holding 16 pairs, and the other a large rectangular design in a white wooden frame holding 30 pairs. Showcards, posters and various open stands are also available. (Lessar Brothers Ltd, Lesbro Works, Hylton Street, Birmingham.)



A counter display for 36 pieces from Titcomb

Titcomb's fashion

Titcomb Fashion Sunglasses have a range which includes polarised sunglasses with fashions in metal and plastic for both sexes and all ages. Traditional designs and more adventurous styles are included, some with smoke lenses, others with tan. Each sunglass is supplied in a stitched slip-in case (£1.25-£2.95). Flip-clips and clip-overs with polarised, CR39 and photochromic lenses to fit a wide variety of frames are available (£0.30-£5.75) and there is an extensive choice of framed and rimless models in the non-polarised metal sunglass range including a wide selection with Gradutint lenses. The non-polarised plastic frames feature two inexpensive assortments and there is wide choice of metal and plastic framed sunglasses with full mirror lenses (£0.60-£1.25). Titcomb also market metal and plastic framed sunglasses with lenses by Carl Zeiss of Jena and have a collection of over 30 photochromic models including metal styles fitted with Reactolite Rapide lenses.

There is another collection which is fitted with CR39 lenses; both metal and plastic frames are available. Gradient CR39's predominate but monochrome are also included; the "Jaques Duval" fashion assortment is a new feature in this category. The collection is available as an assortment of one dozen pieces comprising two pieces of each colour available. A display unit is also included (trade price per dozen including display £37.80 excluding cases, and £3.16 each for repeat orders).

The company has also made available an updated range of display stands and showcards to suit individual customer requirements. There is a floor display of 72 pieces and a counter unit for 36 pieces. Other displays are available for various ranges. (Titcomb Fashion Sunglasses, 24 Hurn Road, Christchurch, Dorset BH23 2RN.)

Silhouette shades from Grafton

Grafton Optical is distributing the Silhouette range comprising 45 models including plastic and metal frames for both men and women. Two plastic models with photochromic lenses are available

and one model has curl sides for sports wear. Each sunglass is provided with a distinctive case and will be boxed. Catalogue available. (Grafton Optical Co Ltd, 70 Old Street, London EC1V 9AN.)



Silhouette sunglasses distributed by Grafton Optical (left) model 600 and (right) model 602

1977 was a leap year for Bergasol¹



In one of the worst British summers for years, Bergasol leapt from a 14% to a 28% sterling brand share in the market. Surprising? Not really.

Bergasol contains oil of Bergamot, a natural ingredient that *speeds up tanning* to make the British sun tan like the Mediterranean sun.

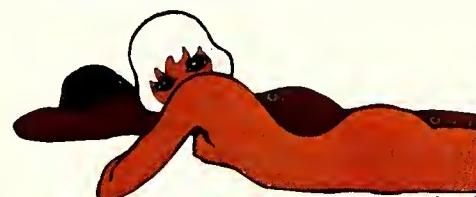
That's why, even in a poor summer, Bergasol can give your customers a better tan than an ordinary sun oil.
Spreading the word...

It's obvious from our amazing rate of growth that the more we tell the Bergasol story, the more Bergasol you sell. (And of course our higher prices mean higher profits for you!) So this year we start spreading the word from May onwards, with full pages in all the leading women's magazines, backed up in June by a heavy TV campaign.



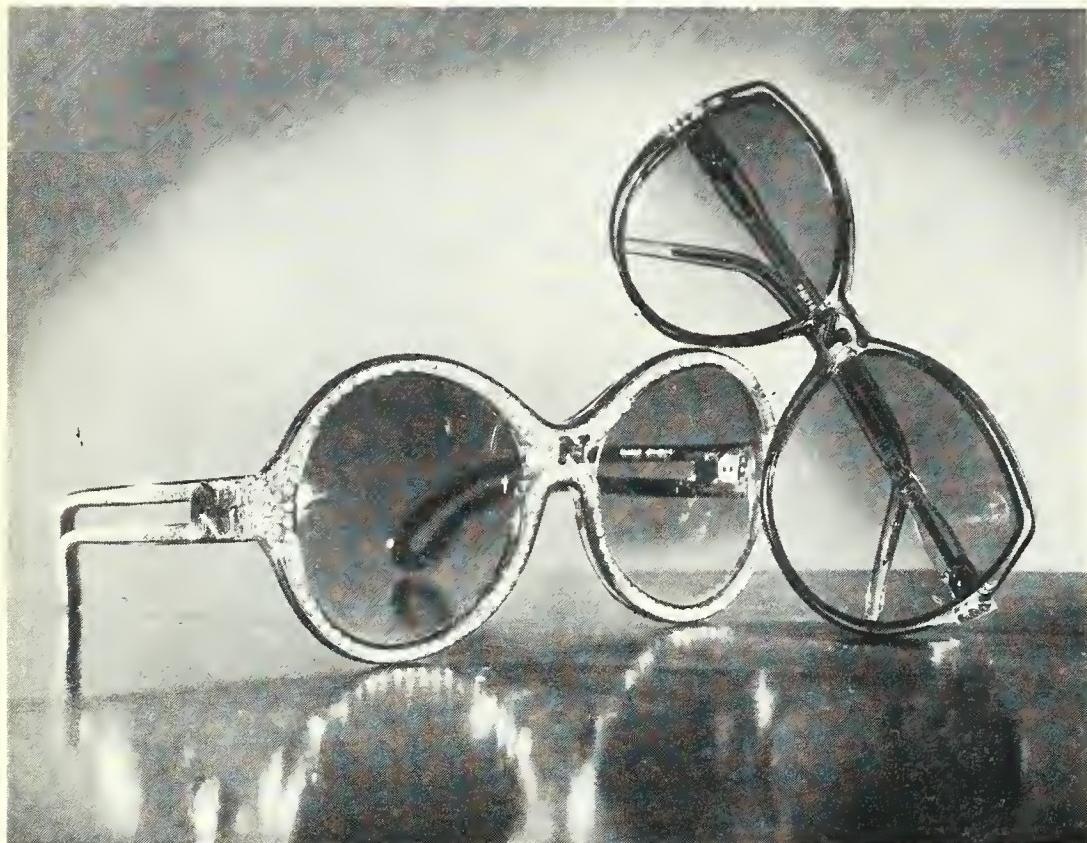
We hold you responsible

We know that we have you to thank for the startling success of Bergasol in the three years it's been on the market, and we'll continue to restrict our distribution to Chemists and selected department stores. Last year, in an appalling summer Bergasol doubled its share to challenge the brand leader. So this year we're trying even harder...another leap year like the last and we'll be the tanned leader!



accelerates natural tanning
bergasol[®]

Nina Ricci from Solar



Nina Ricci's diamante styles "need no longer be restricted to the extrovert wearer". These sunglasses are marketed by Solar of France

As reported in *C&D*'s October sunglasses review Solar of France are offering "wistful watercolours with pretty pearlised finish, deepset contour line features and metal sunglasses with more feminine appeal". The company will also be marketing the Nina Ricci collection in 1978. These also feature a deepset contour line which is hand painted and contrasts elegantly with the sleek translucent frames. The company also says that diamante styles are no longer restricted to the extrovert wearer. Contrast the royal blue contour line with neat

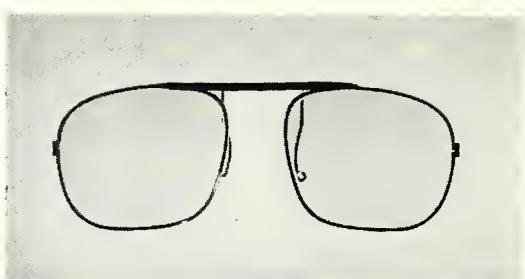
diamante studding and the result is pleasantly striking and exciting without requiring the nerve needed for diamante designs.

There are 17 styles in the Nina Ricci range, all the frames are hand made and the collection includes some of the most exclusive and expensive sunglasses to be found in a nationally available range, say Solar. They also use CR39 lenses in "dreamy colours designed to blend subtly with the frames allowing the eyes to be seen". (Solar of France Ltd, 154 Queens Road, Buckhurst Hill, Essex.)

Vickers attack

J. J. Vickers state that this year they are "crystallising their attack on the sunglass consumer market in the new Rapide photochromic lens models under the Reactolite banner coupled with the name of Croptics".

Vickers offer this lens in a range of sunglasses which they carry from Croptics, together with the rest of the Croptics range including the new Eurostyle fashion models. The company is also introducing for the first time two metal-framed clipovers with either frame clip fittings (£5.75) or bridge fittings (£5.95), and with Reactolite lenses. A pack of 25 polarised clipovers is also available for £30 trade excluding VAT. These, together with a show stand, are under the company's own Swallow Optics banner. Heavy discount terms are available both with these products and on the Croptics ranges. (J. J. Vickers & Sons Ltd, Vixon House, 182 Manor Lane, Lee, London.



Shown (top) is a Reactolite Rapide Croptic model and a Reactolite clip-on from Swallow. Both available from Vickers



Two of the many designs from Oliver Goldsmith (left) design Rina and (right) design Jenny

Oliver Goldsmith's wide variety

Oliver Goldsmith have fourteen designs in the range of luxury cosmetic sunglasses for 1978. These frames come in a variety of colours and lens types including CR39 hard resin lenses (£24.50), photosun lenses (£32.70) and grad-photosun lenses (£40.70). Their total collection offers over 70 different models which with approximately 350 colour variations and a choice of 27 lens tints means that they can offer over 9,000 variations to the consumer. All the frames are hand made, and the cheapest available retails for £7.80. (P. Oliver Goldsmith Ltd, 18 Station Close, Potters Bar, Hertfordshire.)

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At least we'll protect her eyes and your interests! For 1978 Solarite are strong on fashion with lots of perfect new shapes and colours. Lenses are right too with Gradutints, Mirrors, Pol-Rama Polarised, Zeiss Umbrals, Sunsitives (heavily advertised on TV and in the Fashion Press) and Rapides — the world's fastest Photochromic sunglasses.

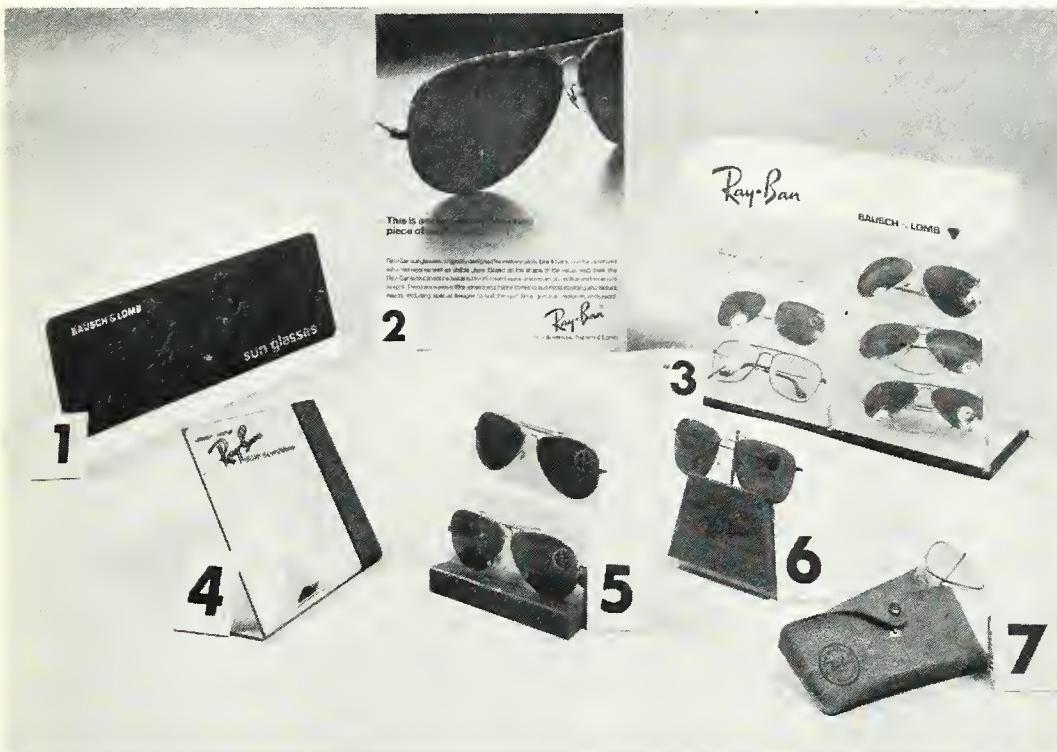
Our cost prices are distinctly affordable. Point-of-sale is smart and as for after-sales care — we care.

Autoglaze distribute Ray-ban

1978 sees the appointment of Autoglaze Optical as sole distributors to the chemist trade of the international range of Ray-ban sunglasses. The company tell us that this prestige range, supported by excellent point of sale material, will also be widely advertised in the "glossies"—upmarket women's magazines. Autoglaze have engaged a force of representatives to show the sunglasses to chemists.

The company already claims to have established itself as a "major force" in the manufacture of sunglasses for home and export markets, and since they made their

first appearance in these pages a few years ago, many sunglass distributors in the UK have called upon their expertise to manufacture custom made models featuring polarised, CR39, acrylic and all photochromic glass lenses, including those manufactured from British made Reactolite and the new Reactolite Rapide glass—said to be the fastest reacting photochromic lens in the world. Autoglaze have also built up a reputation for the mass production of high quality clip-overs, featuring all the above lens types. (Autoglaze Optical Co Ltd, 58 High Street, Surrey.)



Shown above is part of the Ray-ban range of sunglasses distributed by Autoglaze Optical

Sovirel reminder

The French company of Sovirel reminds the market that Sunstive is their registered trade mark and says that these photochromic sunglasses are guaranteed to work for life and absorb 100 per cent of the harmful ultra violet rays of the sun. The lenses are only 1.5mm thick and ideal for sunglasses because they are so light. Although the lens allows 70 per cent of light to pass through in the shade, it will only allow 20 per cent penetration when it darkens in the sun. Sunstive lenses are claimed to possess excellent optical qualities and not to distort images. Because of the chemical dipping process Sunstive lenses are also shock resistant. (c/o 30 Farringdon Street, London EC4.)

27 Marby designs

The 1978 Marby collection contains over 27 designs. There are three models in their photosun collection (£5.95) and nine pieces plus one clip-on in the polarised range (£1.50-£3.45). There are three pieces each in the glass lens range and the mirror range (£1.65-£2.30) and four in the graduated

collection (£1.65-£3.25). There are also three children's styles available (£0.17-£0.27). They are all, says the company, "sunglasses for sun worshippers and a range to put the sun in the shade". (Marby Lloyd Ltd, 542 Fishponds Road, Bristol.)

Samco's range of fifty-seven varieties

C&D discussed the Samco range of sunglasses in the October review and found that for 1978 Mazzucchelli Ltd are offering 57 different styles in the collection. These styles are broken down into different recommended retail price groups. The Sunstive photochromic lenses (£8.99-£10.99), the gradient acrylic and gradient CR39 (£3.99-£7.50), the polarised lenses (£2.99-£7.50) and the range of children's and teenagers sunglasses with acrylic lenses (£0.60-£1.25).

Point of sale material includes counter and floor stands. Security swing tags printed in colour give the recommended retail price of each product and describe the type of lens and its main advantages. (Mazzucchelli Ltd, Redhouse Road, Croydon.)

17 Zeiss models

Zeiss will be offering consumers seventeen sunglass models for the 1978 season. There are three lens types available: Clarlet, Umbral and Umatic and apart from the full-rim clip-overs, the rimless clip-overs and the sports safety models; all styles are available in each lens type. (Carl Zeiss (Oberkochen) Ltd, Degenhardt House, 31 Foley Street, London W1P 8AP.)

Supervite news

In 1978 Supervite will be stocking the whole range of Polaroid and Croptics sunglasses, together with Solabra, White-cross and Bartex. The company feels that the Rapides in the Croptics range will be of special interest this year, and that with two bad summers behind them the retailer might find it easier to sell something "new". Buyers can see Supervite's collection at the London New Year Gift Show at the Old Horticultural Hall, Vincent Square, London, from January 25-29. (Supervite (London) Ltd, Unit 5, 26 Laltimore Road, St Albans, Herts AL1 3XL.)

Birchware back Rapides

Birchware is a company solidly behind the new Reactolite Rapide lenses. Birchware is a member of the Pilkington group, and claim that this lens has the widest transmission of any photochromic lens currently available and it is seen as the most significant development in photochromic technology since its introduction eight years ago. The Rapide reduces the time it takes for the photochromic lens to change from dark to a clarity of 90 per cent from 30 minutes to approximately two minutes, and the lenses darken again in bright sunlight in about 30 seconds as opposed to two minutes for earlier photochromics.

Birchware also say that they are offering consumers a larger range of sunglasses this year. Frames are larger and the colours reflect the pinks, blues and lilacs which they believe will be the dominant fashion colours. There is also a wide variety of styles in gold and silver coloured metal frames. (Chance Pilkington, St Asaph, Clwyd.)



The Concorde '78 Reactolite Rapide photochromic range by Birchware

**SOLABRA PRESENT
THEIR FASHION RANGE OF
PHOTOCHROMIC
SUNGLASSES FOR 1978
SEASON WITH NEW FREE
DISPLAY STAND**



Also available:

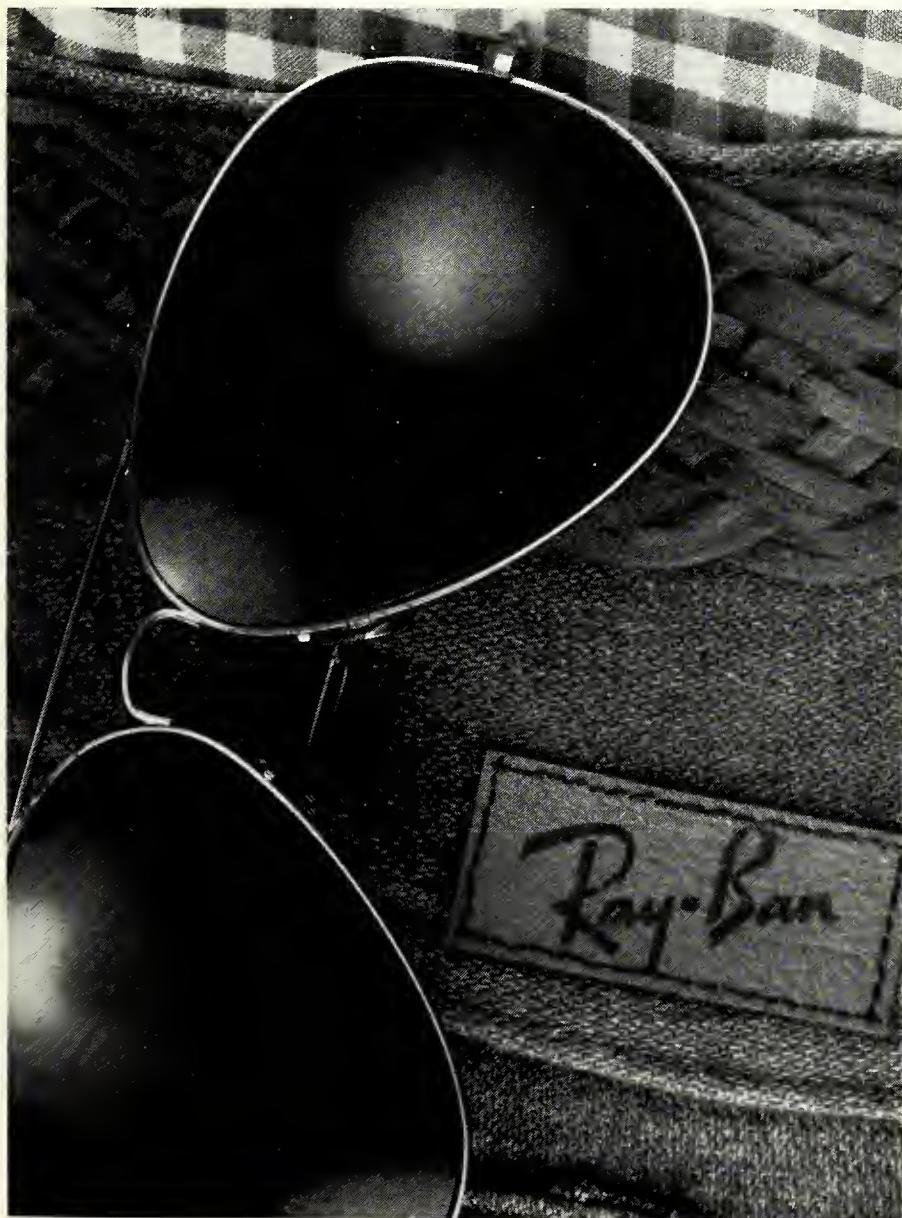
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with CR9 Hard Resin lenses or with Acrylic
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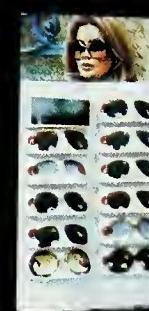
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trade discounts**



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gradient
models includ-
ing FREE
revolving
counter display
stand.



MU2
Pack
24 pairs of
polarized and
gradient
models includ-
ing FREE
counter display stand.

SUNSITIVE Pack

Children's Pack
24 pairs of various children's
styles in assorted colours.



MU1
Pack
12 pairs of
photochromic
models includ-
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an stay in the sun
; deeper tan.

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protection factors so now it's easy to choose
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For further details contact your L'Oreal
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ambre solaire makes your customers



Drug therapy— a constantly changing picture

Continued from p49

criptions dispensed, even though one month a pharmacist might have purchased an unusually large direct order.

The Regional Sales Analysis, based on the purchases records of 2,000 pharmacies, gives similar data to the British Pharmaceutical Index but enables the manufacturer to measure his marketing effort in specific sales territories and compare it with that of his competitors.

A wealth of statistics on doctors' prescribing habits appears in the Medical Data Index, which is based on records of patient consultations and prescriptions kept by 2,000 general practitioners. The number of consultations has increased steadily between 1967 (274 million) and 1976 (307 million) with two slight drops in 1968 (268m)—when prescription charges were re-introduced—and in 1971 (263m), when they were applied to individual items, supporting the view that patients are temporarily dissuaded from visiting the doctor when charges are first imposed.

Are women less healthy?

Other statistics show that while women generally live longer than men they need to consult their doctors more often. Whether this means they are less healthy or more ready to seek medical advice is not revealed but, between 1967 and 1976, female patients outnumbered men in every age group except infants under four months. Child-bearing presumably influenced the result in the 20-39 age group when the proportion of female patients was as high as 65.7 per cent because of "gynaecological and emotional" consultations; the proportion is also high (63.8 per cent) in the 65 and over group partly because more women than men survive to this age. In middle age, women patients still outnumber men (57.7 per cent) but to a lesser degree as the latter then show an increased incidence of cardiovascular disease.

One particularly marked trend is the increase in patients over 65—49.8m in 1967 rising by 29 per cent to 64.1m in 1976. On the other hand, fewer young children were taken to the doctor during this time probably reflecting the declining birth-rate. The highest number of patients (715m or 26 per cent) were in the 20-39 age group.

On average each person consulted the doctor 5 per cent more (5.28 visits a year) in 1975 than in 1967, and home visiting has gradually declined. In 1976 "place of consultation" was analysed in greater detail and revealed that receptionists were responsible for 9.6 per cent of consultations—an estimate IMS suspect is low.

The Medical Data Index also analyses reasons why patients consult their doctors. A considerable increase in cardiovascular and arthritic diseases reflects the increasing age of the population. In the late 1960's there was a large increase in the diagnosis of anxiety and depression, but this appears to be slowing down. Contraception is also becoming a more frequent reason for visiting the doctor.

Bronchitis has shown a relative decline, possibly due to the increasing efficacy of drug treatment. A decrease in consultations for obesity may reflect a growing acceptance that the only way to get slim is to diet rather than take drugs.

Statistics on which drug classes are growing or declining in popularity reflect population trends and also the areas in which there has been the most innovation in recent years. Prescriptions for systemic anti-inflammatory agents, hypotensives, cardinals, diuretics, anti-asthmatics, antidepressants, tranquillisers, ampicillins, and sex hormones are increasing, bringing about a relative decline in the market share of drugs such as cough and cold remedies, antacids etc, which patients now tend to buy over the counter without visiting the doctor. Tetracyclines and penicillins have given way to the newer antibiotics, and tranquillisers have replaced the older daytime sedatives such as barbiturates.

One useful area in which the techniques developed for the Medical Data Index could be extended is in the field of drug monitoring which would require additional information on the subsequent history of patients who had received drugs under surveillance. IMS have already co-operated with the Committee on Safety of Medicines in various projects, for example, in providing data on prescriptions for oral contraceptives.

How effective 'reps' are

The Representative Index gives drug companies some idea of how their representatives influence doctors' prescribing. It lists the number of calls made on doctors, how useful the doctors think these visits have been and whether the representative has persuaded them to use a particular drug more often. It also lists the gifts representatives leave behind and the number of company-sponsored functions doctors attend.

The Medical Promotion Index provides an estimate of drug company spending on advertisements in medical journals and by direct mailing. IMS do not always see a direct correlation between the amount companies spend on advertising

a drug and whether doctors prescribe it, mainly because the system does not measure the quality of the message or the product, which are both important overall factors.

In the medical profession's view, representatives are the most favoured form of promotion, according to Mr Osmond. Whereas ten years ago the representative would make perhaps seven or eight calls a day, nowadays he visits fewer doctors, usually by appointment, and takes along films, cassettes and visual aids. The whole business has become more educational and it is remarkable how many doctors are prepared to see representatives and attend company functions.

The "call usefulness" assessment of a representative can also indicate to a company how successful a new drug is likely to be. Doctors usually rate a visit "very useful" if the representative has told them something interesting; if the response is "useless" the new product is unlikely to stand much of a chance.

Another marked trend in promotion over recent years has been a drop in direct mailing, probably as a result of increased postal charges and also to criticism of this form of promotion.

Finally, a few statistics about IMS itself. It operates continuous audits and surveys in 40 countries, has 32 offices and employs some 2,000 people throughout the world, with about 80 (one pharmacist consultant) working from the UK office in Harrow, Middlesex. IMS is also involved in several activities in publishing and audio-visual communications for the health care industry. In the United States, the company has branched out into contract drug testing and provides a full range of toxicity testing facilities to manufacturers.

BOOKS

Understanding Cancer

Ian Burn and Roger Meyrick. *Department of Health and Social Security* (available HM Stationery Office). 8½ x 6in. Pp 99. £2.

Subtitled "a guide for the caring professions" the booklet is intended primarily for members of the nursing, social work and other professions who have no specialist knowledge of the disease but who come into contact with cancer patients and their families. It covers the causes, diagnosis and treatment of cancer, including screening, surgery, radiotherapy and chemotherapy and contains chapters on nursing and supportive care. It takes a cautious view of the hope for some single effective cure for all cancers, but emphasises how much the present mortality rate could be cut if existing methods were used fully.

Books received

Chemotherapy of Solid Tumours

Report of WHO Expert Committee. World Health Organisation Technical Report Series, 1977, No. 605. *World Health Organisation*, Geneva. 7½ x 5½in. Pp. 106, \$4.00.

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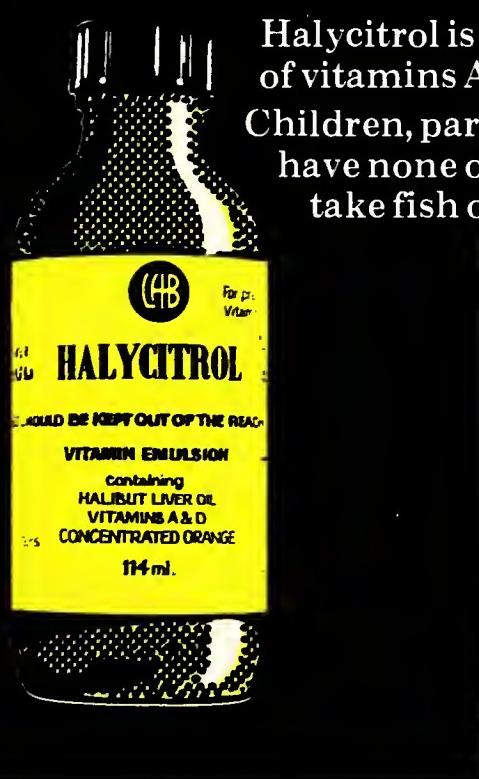
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Reckitt & Sons
The name behind the big brands
Toiletries

Mr J. Wright, OBE – confident in the independent's future

To Mr Joseph Wright, OBE, secretary and director of the National Pharmaceutical Association, the perfect way to celebrate his New Year honour was a visit to the opera, "The Magic Flute", followed by a feast of his wife's splendid cooking at a party the next day.

Back in his office the week after, he reflected during an interview with *C&D* how much satisfaction he had gained from solving NPA members' problems over the past 29 years. And, despite the growing number of these problems, he has every confidence in the future of independent pharmacy largely because it provides such an essential service.

Independent pharmacy has survived all the threats over the past 50 years or so, he says — the slump in the 1920s, the war, the winding up of the Chemists' Federation following the Restrictive Trade Practices Act, the abolition of resale price maintenance on non-medicinal items, the spread of health centres, and competition from supermarkets—and he sees no reason to believe it will not survive its current crises. As access to doctors becomes more difficult, the pharmacist's role in advising on medicines will become more important, Mr Wright believes: "There will always be a demand from the public for this service."

He is convinced that the future lies in mixed trading, the "traditional" pharmacy providing the best service. He quotes examples of pharmacists who have successfully combined the professional with the commercial by having two distinct sections in the pharmacy and he has noticed a trend towards this type of pharmacy in France and Belgium.

Staff problems

One particular problem retail pharmacists have to cope with today—absent when Mr Wright qualified in 1941—is the mass of employment legislation. "At one time if you found your assistant with her hand in the till taking a £5 note you could say OUT! But you can't do that nowadays," he says, "I think the pendulum has swung too far."

Born near Blackpool, Mr Wright was employed in retail pharmacy from 1933 until 1947, except for service in the Royal Air Force during the war, and for two years at Chelsea School of Pharmacy taking the Chemist & Druggist and Pharmaceutical Chemist diploma courses. He wanted to be a pharmacist as far back as he can remember. "Failing that, I might have considered being an actuary," he muses, as he has always been interested in statistics, an interest which was useful in his negotiations on the Central NHS (Chemist Contractors) Committee.



After about a year on the staff of the Ministry of Health's pharmaceutical section, Mr Wright came to the NPU in 1948. A year later he was appointed an assistant secretary and then deputy secretary in 1955. He became secretary and manager of the NPU group of organisations in 1961 and director in 1971.

For three years he spent his evenings and weekends studying law and he was called to the Bar in 1952. He is also a Fellow of the Institute of Chartered Secretaries and Administrators.

As a director of Independent Chemists Marketing Ltd, Mr Wright is bound to dismiss the idea of VTOs as merely delaying the inevitable demise of independent pharmacy. He feels Numark has not so far managed to create as good a "value for money" image for the private chemist as he would have hoped. "But it has stimulated other wholesalers into activity they might not otherwise have taken," a healthy competition which can only have helped the independent.

He sees nothing against the use of the restricted title "chemist" in advertising non-professional services and interprets section 78 of the Medicines Act as conferring a right on pharmacists to use it, in addition to precluding non-pharmacists from doing so. He disagrees with those who say that use of the word "chemist" implies advertising of professional services and feels that, to the average member of the public, a "chemist" is a place where many items other than medicines are sold.

Another major change Mr Wright has seen during his years at the NPA is the increase of larger pharmacy groups among its members, but he believes this trend has not and will not radically change the Association's structure.

Mr Wright has been actively involved in NHS remuneration matters for nearly 30 years and is now an adviser to the Pharmaceutical Services Negotiating Committee. He became secretary of the

Central Committee in 1961 and played a large part in getting sampling transferred from the pharmacists being studied on to teams of trained observers. He was instrumental in engaging a statistics professor to design a sample which reduced the number of pharmacists needed in a costs inquiry from 2,000 to 210. In 1964 the Balance Sheet system was introduced. "There has been a lot of criticism of this system recently," he says. "But if it had not been introduced I'm certain we wouldn't have had the regular annual reviews of remuneration we have had since 1964."

He still feels that contractors are underpaid, however. One real difficulty is the mass of detail in the contract, which is why he decided to hand over the chief executive's seat last year and bring in a younger man with a fresh approach. A PSNC subcommittee is currently reviewing possible contract improvements.

Among his other commitments, Mr Wright is a member of the Pharmaceutical Society's panel of fellows, the society's general practice subcommittee, the Poisons Board, the standing Pharmaceutical Advisory Committee of the NHS Central Health Services Council, and the National Chamber of Trade's board of management. He is also chairman of the Trade and Professional Alliance.

Well-travelled

His work has taken him half way round the world. He has addressed meetings in France, Australia, New Zealand, the USA, and South Africa, he goes regularly to Europe for EEC meetings and regards himself as an "honorary Ulsterman" so far as the Ulster Chemists' Association is concerned.

His wife is also a pharmacist and recently gained an Open University BA degree in the humanities. Their four children all have honours degrees.

Besides going to the opera and indulging in his wife's cooking, Mr Wright's hobbies are foreign holidays—he is an ardent Francophile—and amateur radio.

In 1973, on completion of 25 years with the NPU, Mr Wright was guest of honour at an NPU Executive dinner. Mr Harry Steinman, proposing the toast, described him as "a pharmacist regarded by many as a shrewd, tenacious, unswerving fighter for pharmacy and by just as many as the most kindly, likeable, reasonable and understanding of men." He had done so much for every pharmacist in the country. Without his drive, energy and determination the strength of the Union would have been "but a shadow of its present self."

His OBE, it seems, is well deserved.

Medicines Act Part III controls effective from February 1

February 1, 1978 is fixed as the appointed day for bringing Section 52 of the Medicines Act into force by *The Medicines (Pharmacy and General Sale) (Appointed Day) Order* (SI 1977 no 2126, HM Stationery Office, £0.10). Subject to exemptions specified in SI 1977 no 2133 (see below), Section 52 provides that on or after the appointed day medicinal products not on a general sale list shall only be sold or supplied at a registered pharmacy and by or under the supervision of a pharmacist.

February 1, 1978, is also the appointed day for bringing into operation Sections 63, 64 and parts of Section 135 of the Medicines Act, as specified in *The Medicines Act 1968 (Commencement No 7) Order 1977* (SI 1977 no 2128 (C71), HM Stationery Office, £0.25). Sections 63 and 64 replace corresponding provisions in food and drugs legislation and prohibit the adulteration of medicines. Section 64 prohibits the sale of medicinal products that are not of the nature or quality demanded by the purchaser.

Under Section 135, the Pharmacy and Medicines Act 1941 and Part II of the Therapeutic Substances Act 1956 are repealed, as well as sections of the Venereal Disease Act 1917, the Pharmacy and Poisons Act 1933, the Radioactive Substances Act 1948, the Pharmacy Act 1954, the Food and Drugs Act 1955, the Food and Drugs (Scotland) Act 1956, the Medical Act of 1956, the Pharmacy and Poisons Act (Northern Ireland) 1925, the Medicines, Pharmacy and Poisons Act (Northern Ireland) 1945, the Pharmacy and Poisons Act (Northern Ireland) 1955, the Food and Drugs Act (Northern Ireland) 1958, and the Pharmacy Act (Northern Ireland) 1967. Amendments are also made to the Cancer Act 1939, the Purchase Tax Act 1963, and Increase in Fines Act (Northern Ireland) 1967.

The Poisons Act 1972, dealing with non-medicinal poisons, comes into operation immediately, after all the amendments of and repeals in the Pharmacy and Poisons Act 1933 made by the Medicines Act 1968 have been brought into operation.

General sale list

Medicinal products, including veterinary drugs, which can with reasonable safety be sold or supplied other than by or under the supervision of a pharmacist are listed in *The Medicines (General Sale List) Order 1977* (SI 1977 no 2129, HM Stationery Office, £1.60). Schedules 1 and 2 give medicinal products for human and veterinary use, respectively, which have been granted full product licences. Schedules 3 and 4, also for human and veterinary use respectively,

deal with licence of right products and list substances which may be used in medicinal products on general sale.

Schedule 5 lists two products which can be sold from automatic machines, ie Aspro-microfined (6 dosage units per container) and Digestif Rennie tablets. Schedule 6 designates products that are not on the General Sale List even though they may consist solely of substances in Schedules 3 or 4. They are human medicines promoted, recommended or marketed for use as anthelmintics, for parenteral administration, or for use as eye drops or eye ointments, and veterinary drugs for parenteral administration, for use as eye drops or eye ointments, for the internal treatment of ringworm, or for use as anthelmintics (except those containing dichlorophan, diethylcarbamazine citrate, piperazine adipate, piperazine calcium edetate piperazine citrate, piperazine dihydrochloride, piperazine hydrate or piperazine phosphate).

An amending Order will be made as soon as possible after February 1 to cover products that have been granted full licences, satisfy the recommendations of the Commission for general sale and which have been marketed in the period between the date of preparation of the General Sale List Order and the appointed day. The amending Order will be the subject of consultation.

Section 52 exemptions

The Medicines (Pharmacy and General Sale—Exemption) Order (SI 1977 no 2133, HM Stationery Office, £0.35) is complementary to the General Sale List Order and provides exemptions from the restrictions of Section 52 for particular products and particular persons. For example, state registered chiropodists are empowered to sell or supply certain pharmacy medicines in the course of their professional practice, providing the product has been made up in a container elsewhere than at the place it is sold or supplied; registered opticians are allowed to sell or supply prescription only medicines such as eye drops or eye ointments containing sulphacetamide sodium up to 30 per cent, atropine, physostigmine, etc, in the course of their practice and in an emergency; persons selling to veterinary surgeons and practitioners all prescription only medicines, all pharmacy medicines and all medicinal products on a general sale list are also exempt. Certain homoeopathic products are also exempted.

Subject to conditions, a transitional exemption for two-years after the appointed day is provided for products for human use that are not on the

General Sale List. Its effect will be to give product licence holders whose products are not included in the General Sale List Order time to adjust, for example, to reformulate their products to meet general sale requirements if they so desire. The medicinal product must be one for which a product licence has been granted and which the person selling or supplying could have lawfully done so immediately before the appointed day. A one-year temporary exemption provides for products granted licences after the appointed day and complying with the GSL requirements to be on general sale until they are included in an amending GSL Order; the period referred to ends one year from the date on which a notice that such a licence is granted or varied is published in the Gazette.

The Order also provides exemptions from Section 53(2) of the Act for foods and cosmetics and from Section 53(3) for holders of product licences granted in respect of veterinary drugs on a general sale list, as well as specifying the medicinal products which certified midwives may sell for supply under the provisions of Section 55(2)(b) of the Act.

Veterinary drug exemptions

The Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order (SI 1977 no 2167, HM Stationery Office, £0.45) provides for exemptions from the restrictions of Section 52 for certain veterinary drugs when the sale or supply is by a product licence holder or a person carrying on a business comprising the retail sale or supply of veterinary drugs and agricultural requisites. Such drugs include growth promoters, coccidiostats and anti-blackhead preparations for incorporation in feeds; sheep dips; implants; anthelmintics; milk fever preparations; warble fly dressings; liver fluke remedies; sulphanilamide surface wound dressings; local anaesthetics and various vaccines and antisera. Such drugs must be sold in the original unopened container on premises under the control of the seller at the time of sale and which can be closed to exclude the public. Self-service methods of sale must not be used and the seller must record the sale. Before selling any of the specified drugs the seller must notify the business name and address to the Pharmaceutical Society of Great Britain, or Department of Agriculture for Northern Ireland if the business is in Northern Ireland; every 12 months after he must notify the same body of the relevant particulars and any changes.

Similar exemptions relate to certain veterinary drugs to be incorporated in

animal feeding stuffs. The order also provides for transitional and temporary exemptions in respect of veterinary drugs similar to those in the Medicines (Pharmacy and General Sale—Exemption) Order.

The *Medicines (Labelling) Amendment (No 2) Regulations 1977* (SI 1977 no 2168, HM Stationery Office, £0.15) provide for the letters "PML" to be labelled on veterinary drugs specified in Schedule 1 or 2 of the above Order.

Prescription only

The medicinal products which may be sold or supplied only in accordance with a doctor's, dentist's or vet's prescription are specified in the *Medicines (Prescription Only) Order* (SI 1977 no 2127, HM Stationery Office, £1.60). Pharmacists are exempted when selling or supplying dextrose injection as a veterinary drug and those drugs for parenteral administration listed in Schedule 1 of the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1977; they are also exempted when selling or supplying eye drops or eye ointments such as atropine, echothiopate iodide, and sulphacetamide sodium up to 30 per cent, on an order signed by a registered ophthalmic optician. Certified midwives may sell or supply certain chloral preparations in the course of their practice. Persons carrying on a business wholly or mainly comprising the sale of veterinary drugs and other agricultural requisites are exempted when selling or supplying various veterinary drug for parenteral administration listed in Schedule 1 of the above exemption Order. Also exempted are persons selling POMs to veterinarians.

Some 1,300 medicinal products are listed in the Order which also includes medicinal products containing substances specified in Schedule 2 to the Misuse of Drugs Act 1971 and, subject to certain exemptions, parenteral products. The administration restriction in section 58(2)(b) of the Act does not apply to the administration to humans of the following injections: adrenaline, atropine sulphate, chlorpheniramine, diphenhydramine, mepyramine, promethazine hydrochloride, sodium nitrite, sodium thiosulphate, sterile pralidoxime, for saving life in an emergency.

Some of the substances listed are not prescription only when they do not contain more than a specified maximum strength, or have a specified purpose, form or route of administration, or maximum daily dose. For example, ephedrine is not POM when its strength does not exceed 2 per cent, it is used internally other than nasally and sold, supplied or administered from containers labelled with a maximum dose not more than 30mg and maximum daily dose not more than 60mg. Ephedrine maximum 2 per cent strength is also excluded from the POM class in the form of nasal sprays, nasal drops or for external use. Certain homoeopathic medicines are also exempt.

The order provides for emergency supply of POMs by a pharmacist, providing—the doctor requesting the sale or supply undertakes to submit a prescription within 72 hours; the sale or supply shall not be repeated until a prescription has been received by the pharmacist; the POM does not contain a substance in Schedule 2 of the Misuse of Drugs Act 1971, entry is made in the register kept under regulations 6 of the Medicines (Sale or Supply) Miscellaneous Provisions) Regulations 1977 a.

The same conditions apply when the prescriber cannot be contacted but, in addition to Controlled Drugs, substances such as barbiturates listed in Schedule 3 of the Order, cannot be supplied. In this case the pharmacist must have satisfied himself—that there is an immediate need for the POM and that it is impracticable to obtain a prescription without undue delay; that treatment with the POM has previously been prescribed by a doctor for the person requesting it; and the pharmacist must be satisfied as to the appropriate dose. Three days' treatment may be sold or supplied except where this period would include a bank holiday, Good Friday or Christmas Day, when five days' treatment may be given, and except where the medicine is an asthma inhaler where one composite pack may be supplied. The POM must be labelled with particulars set out in paragraph 3 of Schedule 2 to the Medicines (Sale or Supply) (Miscellaneous Provisions) Regulations 1977, carry the pharmacy's registered name and address and the words "emergency supply."

The prescription for a POM shall be written in indelible ink; contain the address and usual signature of the practitioner giving it, the date on which it was signed, whether the practitioner is a doctor, dentist, veterinary surgeon or practitioner, if the practitioner is a doctor or dentist the name, address and age (if under 12) of the patient, if a vet, the name and address of the person to whom the POM is to be delivered; except where it is a repeat, it shall not be dispensed later than six months after the date above, where it is a repeat it shall only be dispensed according to the direction given; where it is not a repeat but contains a direction that the prescription be repeated without specifying the number of times, it shall not be dispensed more than twice unless it is for oral contraceptives when it may be dispensed six times in the six months following the date specified.

This Order also revokes the Medicines (Hexachlorophane Prohibition) Order 1973(a), Medicines (Interim Prescription Only) (No 1) Order 1974(b) and (No 2) Order 1974(d) and Medicines (Phenacetin Prohibition) Order 1974(c).

Records

The *Medicines (Sale or Supply) (Miscellaneous Provision) Regulations 1977* (SI 1977 no 2132, HM Stationery Office, £0.25) prescribe requirements for the safekeeping of certain veterinary drugs,

to the location of automatic vending machines for medicinal products, and the keeping of records by pharmacists and certain sellers of veterinary drugs.

Veterinary drugs exempted from Section 52 of the Act and kept on premises from which retail sale is made must be stored in a part of the premises partitioned off or otherwise separated from the remainder and to which the public is not permitted access and any storage instructions relating to refrigeration, etc, must be fulfilled.

Vending machines

Automatic machines for the sale of any product in the automatic machines section of the General Sale List must be located in premises able to be closed to exclude the public.

Persons lawfully conducting a retail pharmacy business must enter for every supply of a prescription only medicine (other than NHS or oral contraceptive prescriptions) in a register kept for the purpose the following particulars on the day of supply or that day following:—date of supply; name, quantity, pharmaceutical form and strength of medicine (unless apparent from name); name and address of practitioner; name and address of patient or owner of animal; date on prescription; date of receipt of prescription (if emergency supply). Exemptions are where a separate record has been made in accordance with Misuse of Drugs Regulations or where a sale has been by way of wholesale and provided a copy of the order or invoice is retained by the supplier.

For supplies under Article 6 (3) of the Prescription Only Order (emergency supply) the following must be recorded:—date of supply; name, quantity, pharmaceutical form and strength of medicine (except where apparent by name); name and address of person to whom supplied; nature of emergency.

Where supply is by way of wholesale and no order or invoice has been retained or the supply is in circumstances not covered by the restrictions in Section 58(2) of the Act the following must be recorded:—date of supply; name, quantity, pharmaceutical form and strength of medicine (unless apparent from name); name, address, trade, business or profession of person to whom supplied; purpose of supply.

The register, prescriptions (except NHS), orders or invoices, must be retained for two years from the relevant date—the date of last entry in the register, date of medicine supply, or date of final dispensing for repeats.

Persons exempted from Section 52 restrictions by 3(1) or 4(1) of the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1977 must record every sale of veterinary drugs in Schedules 1, 2 and 3 of that Order, unless an invoice or order has been issued or received containing the details to be recorded. The details are:—date of sale; name;

Continued on p58

Poisons Act 1972 to be effective next month

The Poisons Act 1972, which deals only with non-medicinal poisons, will come into operation on February 1 on the repeal of the Pharmacy and Poisons Act 1933. Those poisons which have a wholly or mainly medicinal use and which were previously controlled under the 1933 Act will, from the same date, be subject to control under the Medicines Act 1968.

The Poisons List Order 1978 (SI 1978 No 2) and the Poisons Rules 1978 (SI 1978 No 1) were made by the Home Secretary on January 1 and will also come into operation on February 1. The new Poisons List contains only substances which have non-medicinal use and the new Poisons Rules apply only to such listed poisons.

In addition the Order and Rules include non-consequential changes from the previous provisions made under the Pharmacy and Poisons Act 1933. The changes have been made solely to intro-

duce more modern nomenclature or terminology and are:—

- In Part I of the List and in the Rules the previous separate entries for "fluoroacetamide" and for "mono-fluoroacetic acid; its salts" have been replaced by a single entry "fluoroacetic acid; its salts; fluoroacetamide".
- In Part I of the List and in the Rules the name "hydrocyanic acid" has been replaced by "hydrogen cyanide".
- In Part II of the List and in the Rules the chemical name " β -[2-(3, 5 - dimethyl - 2 - oxocyclohexyl) - 2 - hydroxyethyl] glutarimide" has been replaced by its BSI name "cycloheximide".
- In Part II of the List and in the Rules the chemical name "sodium 4-(dimethylamino) benzenediazosulphonate" has been replaced by its BSI common name "fenaminosulf".
- In the Rules the imperial terms of capacity and weight are now metric.

More details of the Part III Medicines Act controls

Concluded from p57

quantity, pharmaceutical form and strength of drug (unless apparent from the name); name and address of person to whom sold. Records, invoices and orders must be retained for two years from date of sale.

Any person who contravenes any of the above regulations shall be guilty of an offence and liable on summary conviction to a fine not exceeding £400.

Enforcement of sections 53, 54 and 66 of the Act is by:— The Pharmaceutical Society in England, Wales and Scotland for registered pharmacies and premises on which veterinary drugs exempted from retail sale restrictions are supplied; the food and drugs authority for each area in England and Wales and local authority in Scotland for other premises.

Herbal remedies

The Medicines (Retail Sale or Supply of Herbal Remedies) Order 1977 (SI 1977 no 2130, HM Stationery Office, £0.25) limits in respect of herbal remedies, the exemptions from Section 52 and 53 provided in Section 56 (1) and (2), which exempt certain remedies from sale by pharmacy only. The exemptions in Section 56 (1) and (2) do not apply

to herbal remedies: that are not medicinal products on a general sale list; to which section 12(2) of the Act (exemptions from licensing) does not apply; to which section 12(2) does apply but which contain one or more of the substances listed in Part I or II of this order.

The restrictions imposed by Sections 52 and 53 shall not apply to the sale of a herbal remedy classified above where the plants are dried, crushed or comminuted with or without subsequent tabletting, pill-making, compressing or diluting with water *but no other process* provided: the remedy does not contain a substance in Part I or Part II of this order; the person supplying is the occupier and is able to close the premises to exclude the public; the person selling has notified the enforcement authority in writing that he is supplying or intends to supply or is the holder of a manufacturer's licence for that remedy.

Antimicrobials

The Medicines (Prohibition of Non-medicinal Antimicrobial Substances) Order 1977 (SI 1977 no 2131, HM Stationery Office, £0.25) replaces Part II of the Therapeutic Substances Act 1956 which is being repealed.

The supply of specified antimicrobial substances is prohibited, but exemptions are provided for supply when contained in medicinal products or animal feeding stuffs and for the supply of sulphanilamide and certain derivatives in rat poison or herbicides and griseofulvin and streptomycin for horticultural purposes.

EQUIPMENT

Dosing funnels

A range of dosing funnels for introducing accurately measured amounts of dry powdery substances into apparatus systems without dismantling or stopping the process has been introduced by Orme Scientific Ltd, PO Box 3, Stakehill Industrial Estate, Middleton, Manchester. The units are available in three forms: volumes from 50 to 100 ml; 5, 10 or 25 ml; and one ml. A four page leaflet is available.

Winchester carriers

Modified bottle carriers to cater for the European pattern winchester bottles, which have a wider neck and cap than the British design, have been introduced by Azlon Products Ltd, Glyn Street, London SE11. The new carriers are made from heavy polythene, in white, red, blue and yellow—offering a safety factor where more than one liquid is being handled. The carriers, can be arranged to hold either one or two bottles.

Electronic balance

Sartorius Instruments Ltd, 18 Avenue Road, Belmont, Surrey, claim to have overcome the time-consuming and error-prone difficulties associated with zero-point and taring adjustment, semi and final release, mechanical weight application, and micrometer adjustment in mechanical analytical balances. Series 2002MP1 and 2003MP2 electronic balances require a single finger touch for zero-point adjustment or taring.

Safety training

A slide and tape cassette presentation on "Health and safety in the office" is available from Camera Talks Ltd, 31 North Row, London W1R 2EN. It is in two parts—one on employees and the other, employers. The cassettes may be synchronised with slides or used manually. Each part comprises a slide set (£6.95), tape (£3.95), notes (£0.50) and an optional album page set (£8.95). The presentation may be obtained on approval.

Cash flow kit

The Chemical and Allied Products Industry Training Board has produced a training kit which describes how cash flows in a business enterprise. It is designed particularly for shop floor employees, and aims to improve communications relevant to the dissemination of financial information, especially in the light of recent legislation. It is based on the concept of "added value."

The kit consists of ten charts in colour (33×24 in), a tape cassette and a presenter's guide. It is available at £20 (reduction for CAP/ITB firms and for four kits or more from the board) at 158 High Street, Staines, Middlesex.

Beecham Bulletin

BEECHAM PROPRIETARIES BRENTFORD MIDDX

BEECHAM
HOME MEDICINES
The Business
Builders

Beecham say: Stock and display as

SALES HIT WINTER PEAK

THE cough and cold season . . . now it's really at its height. So is the massive £1.5m TV campaign for Beecham winter remedies. Two facts that say clearly: now is the time to stock up with these top sellers – and to keep them well displayed.

Retailers who do both will cash in to the full on seasonal peak demand and heavy TV and Press support.

Brand leaders lead on TV

Beechams Powders, the No. 1 cold and flu remedy; Beechams Hot Lemon, the special lemon cold treatment; Night Nurse, the most frequently taken night-time cold elixir . . . all these are still getting the big TV treatment, with new commercials, high-frequency transmissions and peak-time showings.

There's non-stop national press support for Beechams Powders too, and sales-making displays for every winter brand.

Veno's in vision

As befits the leading advertised cough remedy, Veno's leads all other cough mixtures on TV . . . both in the quality of its 30-second commercial and in the frequency of showings in every TV area.

Original formula and Honey and Lemon continue to run neck and neck. Which makes each a must for restock lists.



New handy Dispenser

Best sellers amongst Beecham winter remedies sell even better when displayed in this compact counter unit. A space-saving item that every retailer will find a till-filler.

BEECHAM TV STARS



New bright-lights films for even brighter Beechams Powders sales.



Stock up . . . you're on a winner either way with Veno's.



Spreading the news about Night Nurse – it's making sales soar.



Hot Lemon...it's a hot property when colds and flu are about.

MIGHTY MAC

Mac Medicated and Mac Honey-Lem are climbing the sales charts fast. With many a TV spot to come* and demand continuing on the up and up, two things are quite certain: it pays to stock Mac, it pays to display Mac.

*Mac's in the North again – now.

Sales Extra SETTERS

£100,000 goes behind the brand in Jan. and Feb. alone. More than enough to send this express climber even further up the sales charts.

PHENSIC

Backed by £450,000 spend and with new commercials now coming on air, here's a brand set to give sales a whole new impetus.

LETTERS

'Suicide' to accept Clothier report

Never in all my 50 years in pharmacy have I felt more depressed than I now do after studying the Clothier report. If this is the best that can be achieved after more than two years of patient negotiation between honest and reasonable parties then I fear that there is no hope for pharmacy at all.

Nowhere in the report is it recognised that pharmaceutical practice ought to be the province of those pharmaceutically qualified. Nowhere is there the slightest acceptance of a plan for a speedy (or even a future) end to the present deplorable situation whereby medical practitioners without pharmaceutical qualifications can not only practise a form of pharmacy, but can continue to be heavily subsidised by the Department of Health in this respect.

The ancient tradition that a physician could, if he so wished, supply medicines to his patients is totally outdated in this age of the chemo-therapeutic revolution in which the pharmaceutical chemist, now a university graduate, has become more highly qualified than ever before while the pharmaceutical training of the medical practitioner is sketchy in the extreme. In any case it is made perfectly clear in the report that the medical men are not so much interested in supplying the medicines as in getting the money. To throw aside now the basic principle embodied in the National Health Act that pharmacy should be the province of pharmacists amounts in my mind to pharmaceutical suicide, and the proposal that a pharmacist should be forbidden to set up in an area where the dispensing now is being carried on under the auspices of the medical profession is quite intolerable. To the medical man dispensing is simply a profitable side-line, to the general practice pharmacist it is his very reason for existence and to treat the two as inter-changeable is quite unacceptable. I am reminded of the case of the celebrated Dr Faustus who for the sake of some fleeting advantage sold his soul to the devil, and this assuredly is what pharmacy will have done if these proposals are accepted.

Death warrant

If pharmacists give way on the principle that they are the only appropriate custodians of the nation's medicines then they have indeed signed their own death warrant and unless this principle can be enshrined in any agreement with the medical profession then the report should be rejected. Personally I will never, never accept that a man qualified in medicine is thereby automatically qualified to practise pharmacy any more than he would be qualified to practise dentistry, chiropody or hairdressing.

In this disgraceful horse trading exercise the right of the patient to a genuine pharmaceutical service in addition to a genuine medical service seems to have been thrown overboard completely. The answer clearly is that the rural medical practitioner should be adequately paid for his work as a medical practitioner and should not be required to dabble in pharmacy in order to make a living. The funds for this should be made available by the responsible authority which is the Department of Health and should not in any circumstances be a charge upon the pharmaceutical profession. There is no doubt that the Department could provide the necessary funds for this purpose particularly now when the Chancellor tells us he is proposing to make substantial tax concessions. As we have seen, plenty of money can be made available for miners, car-workers and ship-builders, and if our medical friends press hard enough it can no doubt be made available to them. Certainly they would have the whole-hearted support of the pharmaceutical profession in any such claim but we must reject their claim to obtain this at the expense of the pharmaceutical profession and of the fundamental principles involved.

Stanley G. Bubb
Parkstone, Dorset

Rural factors

The Clothier Committee's report on rural dispensing has now been referred to the Pharmaceutical Society branches, regions and Local Pharmaceutical Committees for consultation and I would be grateful for the opportunity to indicate the factors which should be taken into account before decisions are reached on this important matter.

Let me first of all point out a few of the facts of life of doctor dispensing:

1. Dispensing by doctors is recognised both within the NHS Act and the Medicines Act. Is it realistic to expect the medical profession to surrender that legal recognition?
2. Dispensing by doctors is highly remunerative in terms of income and pension rights for those doctors currently involved. Is it realistic to expect the medical profession to surrender that income simply because we believe it to be ours by right? Is it realistic to expect the Department of Health to find many millions of pounds to compensate the doctors?
3. Successive ministers have repeated *ad nauseam* that they will not impose a solution on the professions. Is it realistic to suggest that there has been any change in the Government's position?
4. In the past 30 years the whirlwind of doctor dispensing has taken the eastern counties by storm leaving large rural areas scattered with the remains of former pharmacies. The attempt by the doctors at Tetbury was simply a foretaste of what can be expected in other rural and suburban areas if we do not reach agree-

ment and reach it now. Is it realistic to reject the truce which the Clothier Report offers and put further pharmacies at risk?

Those are some of the facts, unpalatable maybe, but facts none the less. Unless we face up to them we shall be doing our profession, and more important those who practise it, a gross disservice. The choice is relatively simple: either we accept the Report or we return to professional jungle warfare.

As one who has lost his dispensing to the ten dispensing doctors who practise within a quarter of a mile from my pharmacy and who has to rely on the anachronistic one mile limit for protection, my natural inclination is to return to the trenches and set about exposing all the fallacies of doctor dispensing. The past 2½ years on the Clothier Committee have meant that a state of non-aggression has had to be observed and I would really enjoy the opportunity to "have a go" at those doctors who have stolen my colleagues' living. Our local LPC has deliberately accumulated sufficient reserve to open non-viable pharmacies in the middle of the largest doctor dispensing practices and there is no doubt that a prolonged war of attrition on this basis would cause great pain to the doctors involved and satisfy even the most vengeful pharmacist. Indeed we may have to implement our plans if the British Medical Association rejects the Clothier Report.

As a signatory to the Report I am more conscious than most of the contentious matters that have not been resolved, such as fair choice for patients between doctor and pharmacy dispensing, equality of treatment under the drug testing scheme, equality of standards of supervision, equality of terms of service and so on. Each one of these points would provide tremendous ammunition for a high powered publicity campaign against dispensing by doctors.

But we must ask ourselves if such a campaign would bring us one single step nearer to pharmacy dispensing for all patients. I would submit that, on the contrary, whilst we would be busily accruing signatures to a future "early day" motion, the doctors would slowly but surely denude even larger parts of England and Wales of pharmaceutical services. As one who believes that all patients should be entitled to dispensing supervised by a pharmacist there is no way in which I can allow revenge for the inequities of the past to divert us from achieving our long term objectives.

So, sir, with all its flaws, with all its warts, I believe that on balance we should accept the Clothier Report, not as a permanent solution; not as the immediate end of doctor dispensing; but as the beginning of a long term move towards the sensible rearrangement of dispensing to allow all patients the right to a proper pharmaceutical service and ensuring security of tenure for our colleagues practising in rural areas.

Graham Walker
Spalding, Lincs

Voice that doesn't reach Lincs!

The letter from Jim Anderson of Newcastle-upon Tyne (last week, p23) supporting Mr Urwin of the same domain contains two factual errors which ought to be corrected.

Firstly, at the Lincolnshire conference to which both Mr Urwin and Mr Anderson were invited, such was the concern with communication that a motion was moved from the floor calling upon the central committee to hold annual conferences. That motion was passed unanimously.

Secondly, during his four years as our regional representative, at no time has this committee received a single verbal or written communication from Mr Urwin and we can only assume that other Local Pharmaceutical Committees in his region have been equally neglected.

B. R. Lewis
Chairman, Lincolnshire LPC

The new C & D

May I say, on behalf of those of us whose job it is at Mallinson House each week to scan the pages of the journals, how pleasing it was to see your refreshing

new type style and the tasteful layout of articles. Indeed it has been quite a pleasure to thumb through the pages and observe the clarity of the headings and the readability of the many articles. With perhaps a little more daring in the choice of subject headings you seem to have hit upon a very good recipe; we look forward to many more issues in the new style.

I was personally delighted to see the return of your "Open Shop" feature whose panel of authors will find it a challenging task to match the regularity and high standard of interest set for so many years by their predecessor, "E. C. Tenner".

Xrayser, controversial as ever, is obviously determined to continue his love-hate relationship with the NPA. And why not? On the one hand he pats us on the back for operating the Family Doctor booklets service, and on the other castigates us (without reading the text) for rejecting Peter Cooper's do-it-yourself medicine booklet. Yet, we should really not complain: this week has seen more Family Doctor booklet inquiries arriving at Southgate than for some time past.

Keep it up *Chemist and Druggist!*

J. A. Goulding
Press Officer, NPA,
London N14.

COUNTRY COUNTER

by a rural area pharmacist

Clothier in practice

So now we have had a chance to see the Clothier report which took two years and heaven knows how many meetings to produce. I suppose if you give a committee the task of reconciling two irreconcilable points of view, it is not surprising if the result is hardly earth shattering.

My first reaction is, what's in it for me? Oh I know we should look at the wider implications, but my job is to run my pharmacy and produce my wage. Well, the doctors here already dispense up to the mile limit (and sometimes I suspect, just inside it too), and there is no suggestion in the report that they will move back to two or three miles—a shame, but again hardly surprising. My colleague some seven or eight miles away feels much happier—the elderly doctor there is about to retire. He has always maintained that he would not dispense (his surgery is opposite my colleague's pharmacy), but his younger partners have always been keen to supplement their income by dispensing and the continuation of the standstill, coupled with the coming of the National Joint Committee, should mean that my colleague can retain his dispensary and hence remain in business.

On the outskirts of our village is a housing estate of some 200 houses; the mile limit passes right through the middle, so I (theoretically!) get half and the doctors get half. But I should be interested to know the NJC's definition of "rural in character"—the houses look the same either side of the line! As for the residents on the local caravan site, I never can quite understand how they can be dispensing patients, when the site is less than half a mile from my pharmacy. Perhaps the NJC can answer that too?

I notice a recommendation that one profession might wish to "buy out" the other. It is an interesting thought that a pharmacist may have to buy back from a doctor what the doctor took away only a few years ago. The idea of coming to some sort of financial arrangement seems sensible to me. In a village where there is only one pharmacy, the ethical considerations of coming to agreements with a doctor seem a bit unreal. I had a word (admittedly a quick one) with one of my doctors and with an accountant. The doctor is in his early forties and reckons to make £4,000 a year from dispensing (that is, he would expect to make £80,000 over the next

20 years) at today's prices and I just can't see any way that I could buy him out and provide him with that sort of income!

I must admit that my hopes of a really favourable settlement for pharmacy under the Clothier Committee were small, so my expectations have not been dashed. Indeed, I would welcome anything that gives a pharmacist a fairer deal than before and I believe that this report does it. However, one thing I do regret is that despite the constant reference to patients' choice, it does not come up with a recommendation as to how patients should make their choice as to who should dispense for them—the receptionist marking a card "D" is hardly giving that choice. The doctors might not have liked to see a recommendation spelt out—nonetheless, the committee should have done so.

Taken as a whole then, we should welcome the report and get on with bringing its recommendations into law—but ensuring that on other matters the right of the rural pharmacist to dispense is maintained.

Sauce for the goose

At the same time as the Clothier Committee reported, we were told of the final agreement on NHS remuneration redistribution and it is my belief that they were long overdue. I have to be in my pharmacy just as long as my colleague in a big city centre pharmacy, yet there is no way that my time can be paid for. I cannot increase my prescription numbers, I cannot reduce my hours, so my overheads per prescription are bound to be higher. Yet under the old system we were both reimbursed at the same rate.

If those who seem to have been most vociferous at the October 2 conference really feel that the larger contractors should continue to maintain their profits at the expense of their smaller colleagues, then they should consider the logical outcome of what they are saying—the closure of all pharmacies doing under 30,000 prescriptions per annum because they are not economic. I suppose that would solve the rural dispensing problem anyhow!

Of course I, like my larger colleagues, am dissatisfied with the return I get on my money. Of course I worry about my constantly increasing and inflating stock. But surely it is only reasonable that we should all get about the same return on our money, whether we are large or small, and save our guns for the DHSS (and behind them the Treasury?), so we can together convince our MPs—and arbitration—of our case.

1977 was probably not a very good year for pharmacy. Maybe that was partly a reflection of the national position too, but 1978 seems to have things going better for it. My new year present of the Clothier report and the differential oncst bring with them some hope and confidence—could we perhaps have limitation of contract as an Easter present?

COMPANY NEWS

Unichem sales trebled in last three years

Unichem's sales for 1977 exceeded £71 million, a 34 per cent increase over the 1976 figure of £53m, and more than trebling the £23.5m turnover reported in 1974.

Commenting on these preliminary figures, the managing director, Mr Peter Dodd, said: "One of the more pleasing factors in the achievement of this year's record sales figures has been the dramatic impact on the Unichem network of our first national consumer-orientated promotion—Spot the savings—which we ran in the autumn." This promotion had the effect that the shareholding membership, now well in excess of 3,000, virtually acted as one promotional unit.

Membership had increased steadily throughout the year, and this support had encouraged the board to announce a further improvement in the rebate structure for 1978, which would now be at a forecast basic rate of 6 per cent on qualifying purchases subject to a minimum average monthly turnover of £800 (excluding VAT). A further rebate up to 4 per cent would be awarded related to the profitability of individual cost centres in respect of each member's account, making a total achievable rebate of 10 per cent.

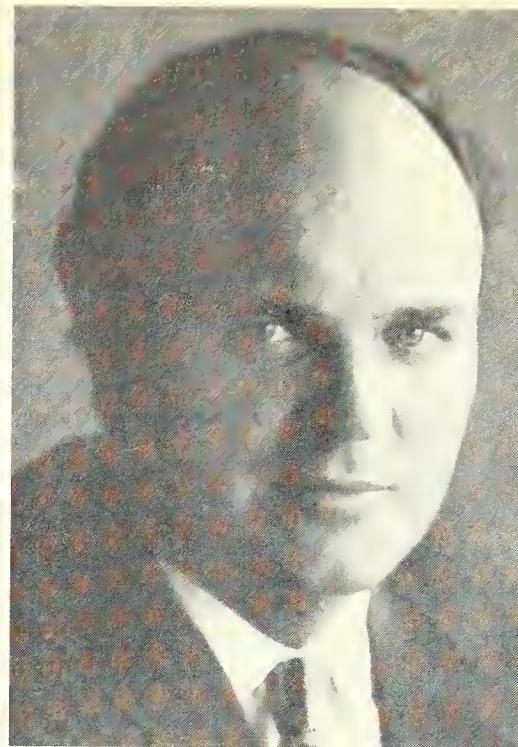
Looking ahead to 1978, Mr Dodd said that the preliminary results and "market place" performance must act as a stimulus to non-members to join the organisation. He emphasised that the completion of the branch development programme would guarantee that turnover records for the forthcoming year would be broken yet again.

Bayer acquire 97 pc of Miles shares

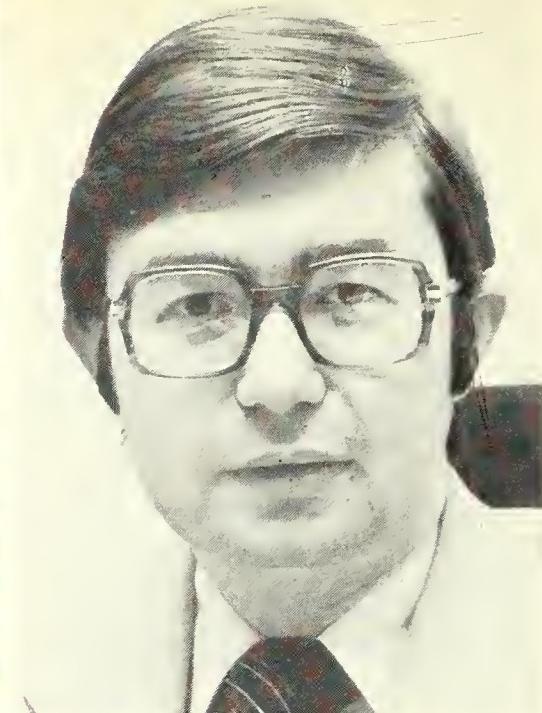
Bayer AG have now acquired 97 per cent of the shares of Miles Laboratories Inc (see *C&D*, October 29, 1977, p674), the total number of shares bought being 5,353 million. The price paid was \$47 per share. Miles Laboratories now come under the control of Rhinechem Laboratories, a wholly owned Bayer subsidiary.

Sandoz anticipate 'bright future'

Turnover of the Sandoz group in 1977 amounted to SwFr4,000m, about 7 per cent above the figure for 1976. Sales of the pharmaceutical division were also up 7 per cent at SwFr2,280m, mainly arising from sales in countries where prices could be adjusted to compensate for inflation to some extent. The company anticipates a "bright future" in pharma-



Dr David Wylie, Sterling Winthrop



Dr Allan J. Taylor, MPS, Syntex

European licensee for Elan

Elan Corporation Ltd, of Athlone, have completed two licence agreements with Pharmuka for the marketing of two of their "timed absorption" antibiotic presentations in Europe and other markets. Pharmuka is the pharmaceutical and chemicals division of Pechiney Ugine Kuhlman, which already has marketing subsidiaries in Germany, Benelux, Spain, Switzerland, Brazil and south-east Asia.

One of the products is a once daily dosage of 300mg of democycline which results in consistent even blood levels over a 24 hour period, and means that optimum treatment is obtained from half the normally accepted dose. The other product is tetracycline which Elan have already licensed to Organon UK (Tetra-bid). Elan have also concluded a product development agreement with Pharmuka to develop a twice-daily dosage of a synthetic penicillin.

Record sales by Syntex

Syntex Corporation announce record quarterly sales of \$82.9m for the three months to ended October 31, 1977. Net income was \$14.6m, or 75 cents per share, including approximately 16 cents per share attributable to the settlement with Fisons Inc of the arbitration suit concerning cromolyn sodium. For the same period of the previous year, sales were \$77m and net income was \$10.7m, or 52 cents per share.

The \$6 million improvements in sales was due to a sharp recovery in agribusiness, higher chemical sales and continued growth in the sales of naproxen, which rose to \$17.5m.

Briefly

Shireclose Ltd 1 Palmerston Road, London SW19 the marketing and distribution company, have been appointed UK agents by Lehelex of Hungary, to handle their range of autosiphons and natural gas carbon dioxide bulbs.

Mayflower Packaging Ltd; manufacturers of automatic packaging machines, are to receive £120,000 from the National Enterprise Board to help finance a planned programme of worldwide expansion and development. A five-fold increase in sales by 1983 is expected.

Guinness Peat Group have received acceptances of their offer for the ordinary shares of **Willows Francis Ltd** (*C&D*, December 10, 1977, p872) in respect of 90 per cent of the issued ordinary share capital, and the offer has therefore become unconditional. Acceptances of the preference share stand at about 51 per cent, and the offer remains open.

The Benson group of companies, which includes **Bear Brand Hosiery Ltd**, is no longer threatened by receivership, following an extraordinary meeting of stockholders of the group's 11 per cent convertible unsecured loan stock 1977/91. New arrangements have been made under which Maurice James Industries Ltd, will control 39.05 per cent of Benson's and have acquired £60,991 of the company's loan stock.

Appointments

Sterling-Winthrop Group: Mr Eric E. Barber has been appointed chairman with effect from January 6. He joined the group in 1953 and has been vice-chairman since 1975. The previous chairman, Dr David W. Wylie, has been appointed chairman and president of Sterling-Europe in succession to Mr C. R. B. Williamson who is leaving the company on March 31 to devote the major portion of his time to writing. Mr Williamson has been with the company for nearly 20

years and will continue to act in a consulting capacity. Dr Wylie joined the Sterling-Winthrop Research Institute in New York in 1956, returned to the UK as director of research in 1963 and in 1976 became senior vice-president of Sterling-Europe. (See picture opposite.)

National Advisory Council on Employment of Disabled People: Mr Geoffrey Gilbertson, has been re-appointed chairman for a further three year period.

Pharmax Ltd: Mr David J. Trigger, MPS, has been appointed deputy managing director and will combine his new duties with his existing responsibilities as technical director. He has been with the company for 12 years.

J. Pickles & Sons: Mr W. Day, 126 Hethercroft Road, High Wycombe, Bucks has been appointed representative for north London, Middlesex, Berkshire, Buckinghamshire and Hertfordshire, in place of Mr Graeme Muir who has reached retiring age. Mr B. Mazar, 14 Holland Road, Hove, East Sussex, has been appointed representative for Hampshire, Dorset, Sussex, Surrey, South Kent and south London.

Syntex Research Centre: Dr Allan J. Taylor, BSc, PhD, MPS, has been appointed to the new post of manager of regulatory affairs and quality assurance. For the past six years, Dr Taylor has worked with the pharmaceutical secretariat of the Committee on Safety of Medicines at the Department of Health and Social Security and has also undertaken honorary lectureships in pharmacology at the London Hospital and University College Hospital Medical schools.

Bristol-Myers Co Ltd: Mr R. H. Malyan has been appointed chairman and regional director for the UK and Ireland, in addition to his existing responsibility as regional director for Italy, Greece, Turkey and Switzerland. Mr C. J. Jones, chairman and regional director for the UK, Ireland, Scandinavia and East & West Africa, has been appointed general manager for Europe, Middle East and Africa with the new Clairol appliance division international organisation. Mr Terry Ruby, general manager in Ireland, has been appointed general manager, Clairol appliance division for the UK, Ireland and Benelux countries.

Hoechst Pharmaceuticals: Dr B. W. Cromie has been appointed chairman of the joint pharmaceuticals and agriculture division. Dr P. R. Read, marketing and sales director, is now executive director responsible for both sales and marketing and the medical department and research laboratories at Milton Keynes. Mr S. A. Keeble is to be executive director in charge of animal health, and continues as deputy chairman of the division; he will also join the management committee of Hoechst UK. Dr W. Bogie becomes medical director, succeeding Dr P. A. Nicholson, who takes up an international position with the parent company in Frankfurt. Mr G. McDaid, currently sales manager, has been appointed director of sales.

VAT revenue up by over 9 pc

Receipts from VAT increased by 9.1 per cent to £3,769m in the year to March 31, 1977, according to the annual report of the Commissioners of HM Customs and Excise (Cmnd 7050, HM Stationery Office, £3.15). The increase was due mainly to higher prices and greater expenditure by consumers, but was partly offset by the reduction of the higher VAT rate from 25 to 12.5 per cent in April 1976.

About 1,271,300 persons were registered for VAT at March 31, 1977. Some 400,000 control visits were made during the year, mainly to traders not previously visited under the control programme, and a number of modifications were made to the overall arrangements.

Of the persons registered for VAT, 3,100 were engaged in the chemical and allied industries, 58,700 in wholesale distribution, 60,000 in professional and scientific services, and 26,500 were dealers.

Action of offences relating to VAT continued to increase. Tax arrears amounting to £1,445,623 were involved in the offences dealt with, and 77 prosecutions were completed for evasion of tax, convictions being obtained in all but one. Terms of imprisonment totalling 23 years 11 months were imposed. At the end of the year a further 109 cases awaited hearing in the Courts. There were 4,023 prosecutions against traders for persistently failing to make VAT returns, compared with 1,426 in the previous year, and all but five were successful.

Import duties collected during the year amounted to £1.6m on pharmaceutical products (£1.4m in the previous year), £13m (£7.9m) on organic chemicals, £1.4m (£1.1m) on essential oils, perfumery, cosmetics and toilet preparations, £5.6m (£4.5m) on miscellaneous

chemical products, and £27.1m (£21.7m) on optical, cinematograph, medical, surgical and precision instruments.

During the year there were 1,535 seizures arising from attempts to smuggle controlled drugs into the country, more than in any previous year. Of these seizures, 1,299 were of cannabis in herbal, resin or liquid form totalling 4,411kg, and there was an appreciable increase in the total quantity, 30.4kg, of heroin seized. There were also 76 seizures resulting from attempts to export Controlled Drugs illegally. The estimated "street value" of all Controlled Drugs seized in the year was about £13.8m. Prison sentences totalling 1,017 years were imposed for drug offences.

Companies less optimistic

Fewer companies (19.8 per cent) overall expect a net increase in workload during the coming January-March quarter than they did in the final half of 1977, according to the latest Manpower Index of Work Trends.

However, a net total of 11 per cent of companies surveyed are anticipating an increase in staff levels compared with 15 per cent in the previous quarter and 4 per cent in the first quarter of 1977. The increase in output is expected to be met by more use of existing capital rather than employment.

In the chemical manufacturing industry (including pharmaceuticals) 21.6 per cent of companies expect to increase workload but only 2.8 per cent expect to increase staff. Of retailers, 17 per cent expect to increase workload and 4.1 per cent staff.

Proposed pesticide names

The following common names for pesticides have been provisionally adopted by the International Standards Organisation and approved for inclusion in BS 1831. The names will not be included in a supplement to BS 1831: 1969 until final international adoption.

Isopyrimol 1-(4-chlorophenyl)-2-methyl-1-pyrimidin-5-ylpropan-1-ol; methalpropalin α , α , α -trifluoro-N-methylallyl-2, 6-dinitro-N-propyl-p-toluidine; procymidone N-(3, 5-dichlorophenyl)-1, 2-dimethylcyclopropane=dicarboximide. Brodifacoum 3-[3'-4'-bromobiphenyl-4-yl]-1, 2, 3, 4-tetrahydro-1-naphthyl-4-hydroxy=coumarin; iprodione 3-(3, 5-dichlorophenyl)-N-isopropyl-2, 4-dioxoimidazolidine-1-carboxamide; mepiquat

1, 1-dimethylpiperidinium ion.

The following draft common names are being circulated for views on acceptability. Comments should be addressed to Mr M. J. Pater, BSI.

Acifluorfen 5-(3-chloro- α , α , α -trifluorop-tolyloxy)-2-nitrobenzoic acid; alloxydim-sodium sodium 2-[(1-allyloxyimino)butyl]-4-methoxycarbonyl-5, 5-dimethyl-3-oxocyclohex-1-enolate; diethyl N-chloroacetyl-N-(2, 6-diethyl phenyl) glycine; egliazine ethyl 4-chloro-6-ethyl-amino-1, 3, 5-triazin-2-ylglycidate; metaxanine (\pm)-methyl N-(2-methoxyacetyl)-N-(2, 6-xylyl)alaninate; proglazine ethyl 4-chloro-6-isopropyl-amino-1, 3, 5-triazin-2-ylglycidate; propamocarb propyl 3-(dimethylamino)=propylcarbamate.

MARKET NEWS

New Year quiet

London, January 11: The new year trading in all sectors of the market has started off on a quiet note and prices are remarkably stable. Such changes as have taken place are almost wholly due to sterling being stronger and the US dollar weaker. Compared with the position last January the position is much more stable; there have been no pharmaceutical chemical increases announced whereas in previous years the beginning of January has usually seen many important alterations.

Honey remains in short supply world-wide and especially in Australia, nevertheless offers of spot material are down (Canadian is an exception) on account of the stronger pound. Spices were mostly unchanged on the week; Cochin ginger was lower with the approach of new crop material. However, it is understood that India has banned the export of new-crop turmeric for the time being. It is not clear what is behind the ban so far. Menthol from both Brazil and China is much lower. A ready investment in citronella oil prices makes spot and shipment offers at the same rate whether from Ceylon or China. This price pattern of spot being more favourable than shipment is fairly typical throughout the popular oils at the moment.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £274, 99.5 per cent £261.50; 80 per cent grade, pure £240.50; technical £224.50.
Acetone: £262 to £266 metric ton as to grade for 30-drum lots.
Atropine: (Per kg in $\frac{1}{2}$ -kg lots) Alkaloid £133.70; methonitrate £102, methylbromide £124.40, sulphate £94.50.
Borax: EP grades, 2-4 ton lots per metric ton in paper bags, delivered—granular £199; powder £217; extra fine powder £227.
Boric acid: EP grades per metric ton in 2-4 ton lots for British material—granular £255; crystals £342; powder £277.
Caffeine: Anhydrous £4.56 kg in 100-kg lots.
Clitic acid: BP granular hydrous per metric ton single deliveries, hydrous £739; anhydrous £794; five-ton contracts £735 and £790 respectively. Crystalline £171.17 and £170.17 respectively.
Clioquinol: NF XIV 500-kg lots £12.78.
Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £295.50; 85 per cent £247.50.
Hydrogen peroxide: 35 per cent £223 metric ton.
Hypophosphorous acid: (Per metric ton in 50-kg lots). Pure 50 per cent £3,598.10; BPC (30 per cent) £2,823.10.
Homatropine: Hydrobromide £90.20 kg; methylbromide £102—both in $\frac{1}{2}$ -kg lots.
Hydroquinone: One-ton lots £2.43 per kg; 500-kg £2.52 kg.
Hyoscine: Hydrobromide £482.10 kg.
Hyoscyamine: Sulphate, 100-kg lots £160.60 kg.
Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	4.20	3.94
Iron	7.19	6.92
Magnesium	6.63	6.02
Manganese	8.34	7.69
Potassium	5.76	5.46
Sodium	4.75	4.22

Lactic acid: BP 88/90% £1.70 kg in 70-kg drum.
Noscapine: Alkaloid; £31.85 kg for 25-kg lots; £30 kg for 100-kg. Hydrochloride £35.65 and £33 kg for similar quantities.

Methadone hydrochloride: Subject to Misuse of Drugs Regulations, £1.33 per 5-g.
Metol: Photo grade per kg, 50-kg lots £5.64; 250-kg £5.46.

Oxalic acid: Recrystallised £1.31 kg for 50-kg lots.

Paraffin liquid: £ per litre

BPC grades	1-5 drums	6 drums	bulk
No 4	37.7	37.3	32.3
WA3	37.1	36.7	32.7
medium WA2	38.4	38.0	34.0
heavy	40.9	40.5	36.5
light technical WA23	34.4	34.0	30.0
WA21	35.8	35.4	31.4

Pethidine hydrochloride: Less than 10-kg lots £39.64-£41.64 kg. Subject to Misuse of Drugs Regulations.

Phosphoric acid: BP sg 1.750 £0.4313 kg in 30 drum lots minimum.

Phthalylsulphathiazole: 50 kg lots £3.56 kg.

Salicylic acid: 5-ton lot £1.07 kg; 1 ton £1.08.

Sodium acetate: BP crystals £0.81 kg in 50-kg.

Sodium acid phosphate: BP crystals £1.07-£1.14 kg for 50-kg lots.

Sodium benzoate: £0.5459 in 500 kg lots.

Sodium bicarbonate: BP £90.54 metric ton minimum 10-ton lots delivered UK.

Sodium carbonate: Anhydrous £212 per metric ton.

Sodium chloride: Vacuum-dried in 10-ton lots £26.59 metric ton delivered London.

Sodium citrate: Granular £739 metric ton; powder £754.

Sodium fluoride: in 50-kg lots £1.585 kg.

Sodium gluconate: £720 technical (1,000 kg).

Sodium hydroxide: Pellets BP 1973 in 50 kg lots £0.72-£0.93 kg; sticks £3.731 kg.

Sodium nitrate: Recrystallised £0.72 kg for 50-kg lots.

Sodium nitrite: BPC 1973 £0.79-£0.96 as to maker for 50-kg lots.

Sodium pantothenate: (Per kg) £14.42; £13.42 in 5 kg lots.

Sodium perborate: (per 1,000 kg) monohydrate £479 tetrahydrate £283.

Sodium percarbonate: £375.50 per metric ton.

Sodium sulphate: Fine crystals BP £75 per metric ton, pea crystals £99.90; commercial £34.60.

Sodium sulphite: Crystals £0.1948 kg (250 kg minimum).

Sodium thiosulphite: photo grade £151 per metric ton.

Strychnine: Alkaloid £74.30 per kg; sulphate and hydrochloride £60.40 kg, 5-10 kg lots.

Succinylsulphathiazole: 50-kg lots £5.32 kg.

Sulphacetamide sodium: BP £7.25 kg for 50-kg.

Sulphadimidine: 50-kg lots £5.20 kg.

Sulphamethizole: £8.26 kg in 1,000-kg lots.

Sulphaquinoxaline: BVetC £10.28 kg; sodium salt £12.71 kg both in 50-kg lots.

Talc: BPC sterilised £474 metric ton in 50-kg lots; £272 for 1,000-kg lots.

Tartaric acid: £770 metric ton.

Crude drugs

Cardamom: Alleppy green £9 kg, cif.

Cinnamon: (cif) Seychelles bark £445 metric ton, Ceylon quills 4 o's £0.81 lb; featherings £330 metric ton.

Cloves: Madagascar or Zanzibar £3,600 metric ton, cif.

Ginger: Cochin new crop £965 metric ton, cif (Jan/Feb), Jamaican withdrawn; Nigerian split £1,200 spot; peeled £1,400 spot.

Honey: (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £660; medium £640; Canadian £810; Mexican £617.

Menthol: (kg) Brazilian £8.35 spot; and cif. Chinese £8.70 in bond £7.80, cif.

Pepper: (ton if) Sarawak black £1,237, cif. white £1,630, cif.

Seeds: (metric ton, cif) **Anise:** China star £900 nominal. **Caraway:** Dutch £900. **Celery:** Indian £690. **Coriander:** Moroccan £530 (Jan-Feb); Indian £560. **Cumin:** Egyptian £1,030; Turkish £1,040 Iranian £1,100. **Dill:** £180. **Maw:** £550.

Turmeric: Madras finger £760 ton spot; new-crop for shipment not offering.

Essential oils

Cassia: Shipment £56 kg, cif., English distilled from bark £140.

Citronella: Ceylon £1.45 kg spot and, cif; Chinese £2.10 spot; and cif.

Clove: Madagascar leaf, £2.10 kg spot; and cif, English-distilled £47.50.

Eucalyptus: Chinese £2.10 kg spot and cif.

Origanum: Spanish £14.75 kg spot for 70 per cent.

Palmarosa: No spot offers; £5.10 kg, cif.

Patchouli: Chinese £12 kg spot; shipment not offering.

Sassafras: Brazilian £2.20 cif. Chinese unavailable.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, January 16

Epsom Branch, Pharmaceutical Society, Seminar room, Epsom District Hospital, at 7.45 pm. Mr J. B. Ainsworth on "Homoeopathy."

Plymouth Branch, Pharmaceutical Society, Board room, Greenbank Hospital, at 8 pm. Dr M. W. Annear (Consultant psychiatrist) on "Dreams in history and psychopathology." Also a discussion on the Clothier report.

Stockport Branch and Manchester Branch, Pharmaceutical Society, Alma Lodge Hotel, Stockport, at 8 pm. Mr A. G. M. Madge (Member of Council, PSGB) on "World Cruise."

Teesside Branch, Pharmaceutical Society, Postgraduate centre, West Lane Hospital, at 7.45 pm. Dr V. B. Bowles on "Treatment of skin disorders in general practice."

Tuesday, January 17

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr at 8 pm. Dr W. Steele (Auchincruive College of Agriculture) on "The cow is an animal of that ilk, one end moo—the other milk."

Bromley Branch, Pharmaceutical Society, Verney's Restaurant, High Street, Beckenham, at 7.30 pm. Working dinner and Mr G. Appelbe (deputy head, Society's law department) on "New legislation—is it really necessary?"

Manchester Jewish Pharmacists Association 110 Bury New Road, Prestwich, at 8.30 pm. Annual general meeting followed by an illustrated talk on "India and Nepal revisited."

Northumbrian Branch, Pharmaceutical Society, Searle Laboratories, Whalton Road, Morpeth, at 7.30 pm. Dr D. A. Stevens (Consultant Psychiatrist) on "Changing Fashions in the treatment of mental illness."

Reading & Berkshire Branch, National Pharmaceutical Association, joint meeting. Postgraduate medical centre, Royal Berkshire Hospital, London Road, Reading, at 8 pm. Mr Arthur Trotman (managing director, Independent Chemists Marketing Ltd) on "Revolution in retail pharmacy?"

Sheffield Branch, Pharmaceutical Society, Jessop Hospital lecture theatre, at 8 pm. Miss Maureen Tomison (press officer, PSGB) on "Press and publicity."

Stirling and Central Scottish Branch, Pharmaceutical Society, Station Hotel, Stirling at 8 pm. Dr A. T. Proudfoot on "Poisoning".

Wednesday, January 18

Buckinghamshire Branch, Pharmaceutical Society, White Swan Hotel, Aylesbury, Buckinghamshire, at 8 pm. Mr Mervyn Madge (member of Council) on "Acupuncture—history and its place today".

Medway Branch, Pharmaceutical Society, Joyce Green Hospital, Dartford, Mr R. S. H. Finney (Brighton school of pharmacy) on "Anatomy and physiology of the heart."

South Lincs Branch, Pharmaceutical Society, Conference centre, Pilgrim Hospital, Boston, at 8 pm. Professor Paul Turner (professor of clinical pharmacology, St Bartholomew's Hospital) on "Is pharmacy training relevant to today's needs?"

Worthing and West Sussex Branch, Pharmaceutical Society, Postgraduate medical centre, Homefield Road, Worthing, at 8 pm. Dr A. V. Levantine (consultant dermatologist) on "Common skin diseases and their treatment."

Thursday, January 19

Bedfordshire Branch Pharmaceutical Society, Bird-in-Hand, Henlow Camp, Henlow Cross Roads, at 8 pm. Mr D. K. Brownridge (district finance officer) on "The Financing of the NHS."

Burnley Branch, Pharmaceutical Society, Mackenzie Medical Centre, 8 pm. Mr G. E. Appelbe (deputy head of law department, PSGB) on "Current and proposed legislation."

Crawley, Horsham & Reigate, Pharmaceutical Society, Medical Centre, Redhill General Hospital, at 7.30 pm. Mr M. E. J. Hackett (Consultant plastic surgeon) on "Plastic surgery."

Dundee & Eastern Scottish Branch, Pharmaceutical Society, Ninewells Medical Centre, Dundee, at 7.30 pm. Dr M. Dawson (Strathclyde University) on "Pharmaceutical applications of tissue culture."

Harrogate Branch, Pharmaceutical Society, Smiths Arms, Beckwithshaw, at 8 pm. Mr Angus Rands (Dales artist) giving a demonstration in "Watercolouring."

Lancaster & Morecambe Branch, Pharmaceutical Society, Medical Centre, Ashton Road, Lancaster, at 7.45 pm. Ciné entertainment "Strolling with a Ciné Camera" followed by an open slide competition.

Slough Branch, National Pharmaceutical Association, Postgraduate Medical Centre, King Edward Hospital, Windsor, at 8 pm. Mr J. R. L. Ainsworth on "Homoeopathic Medicine."

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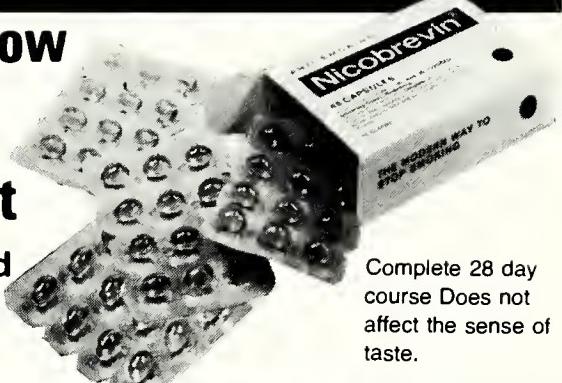
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